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Cultural Change in the Workplace

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Agenda

- The **Why**: Cultural change and sustainability
- The **What**: What is Cultural Change
- The **How**: Do's and Don'ts
- **Case study**: Vail Resorts

The Why: Cultural Change and Sustainability



The Benefits:

Organization:

- Productivity 
- Employee engagement 
- Recruitment/Retention of Talent 
- Operating expenses 

Employee:

- Connect to a higher purpose

The What: What is Cultural Change?



Culture

Norms of Behavior



Shared Values among a group of people

Individual Change

- Types of Change
- Relate, Repeat, and Reframe
- Comfort level

Principles of Individual Change

- Choice
- Selling, Training, New thinking
- Individual differences

Cultural Change

Somewhat Visible

Hard to Change



Invisible

Extremely hard to change

from Leading change, John

Principles of Cultural Change

- Choice
- Selling, Training, New thinking
- Individual differences
- Visibility

The How: Do's and Don'ts



Don'ts

1. Start with the culture
2. Too much on the agenda
3. Not enough involvement
4. No commitment sr. management
5. Impatient



To Do's

1. Foundation in place
2. Management creates circumstances
3. Bottom up
4. Connect to bigger picture
5. More informal than formal
6. Peer pressure

Case Study: Vail Resorts

- Do it **with** them – not to them
- **Show** them – not tell them
- Identify the **informally influential** employees and engage them in action
- Create cross divisional, cross functional **teams**. Make them believers by having them help create the reality
- Those team members become the **change agents** resulting in change from within
- Key components of the approach are:

Broad range of **short- and long-term issues**

Engage array of stakeholders in inclusive, collaborative

manner

Thank You!

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