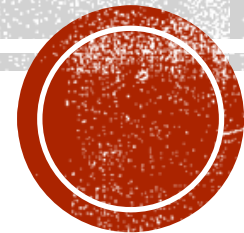


BUILDING A CULTURE OF ALIGNMENT & ACCOUNTABILITY

Kirsty Bashforth, 5th November 2022





serco



- Let's get clear what we mean by culture
- Why bother?
- Who influences it?
- How hard is it to manage organisational culture?
- What do I actually do to shift and manage it?
- Getting started: basic questions

OVERVIEW



LET'S GET CLEAR WHAT WE MEAN BY CULTURE

What is culture?

Slide for AV crew

Slido Poll

What is culture?

- a. Customs*
- b. Social behaviour*
- c. Norms*
- d. Values*
- e. Habits*
- f. Whatever happens when the leader isn't in the room*
- g. Never one thing*
- h. Hard to define*
- i. Depends who is observing it*
- j. All of the above*
- k. None of the above*





WHY BOTHER?

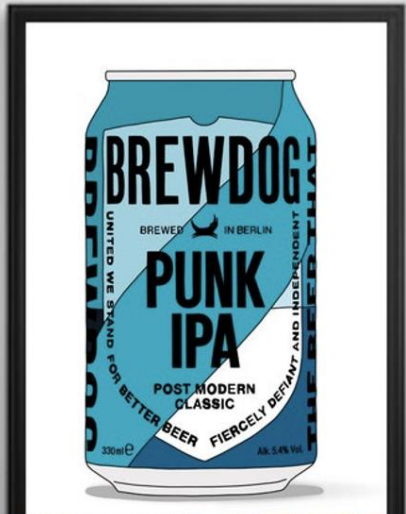


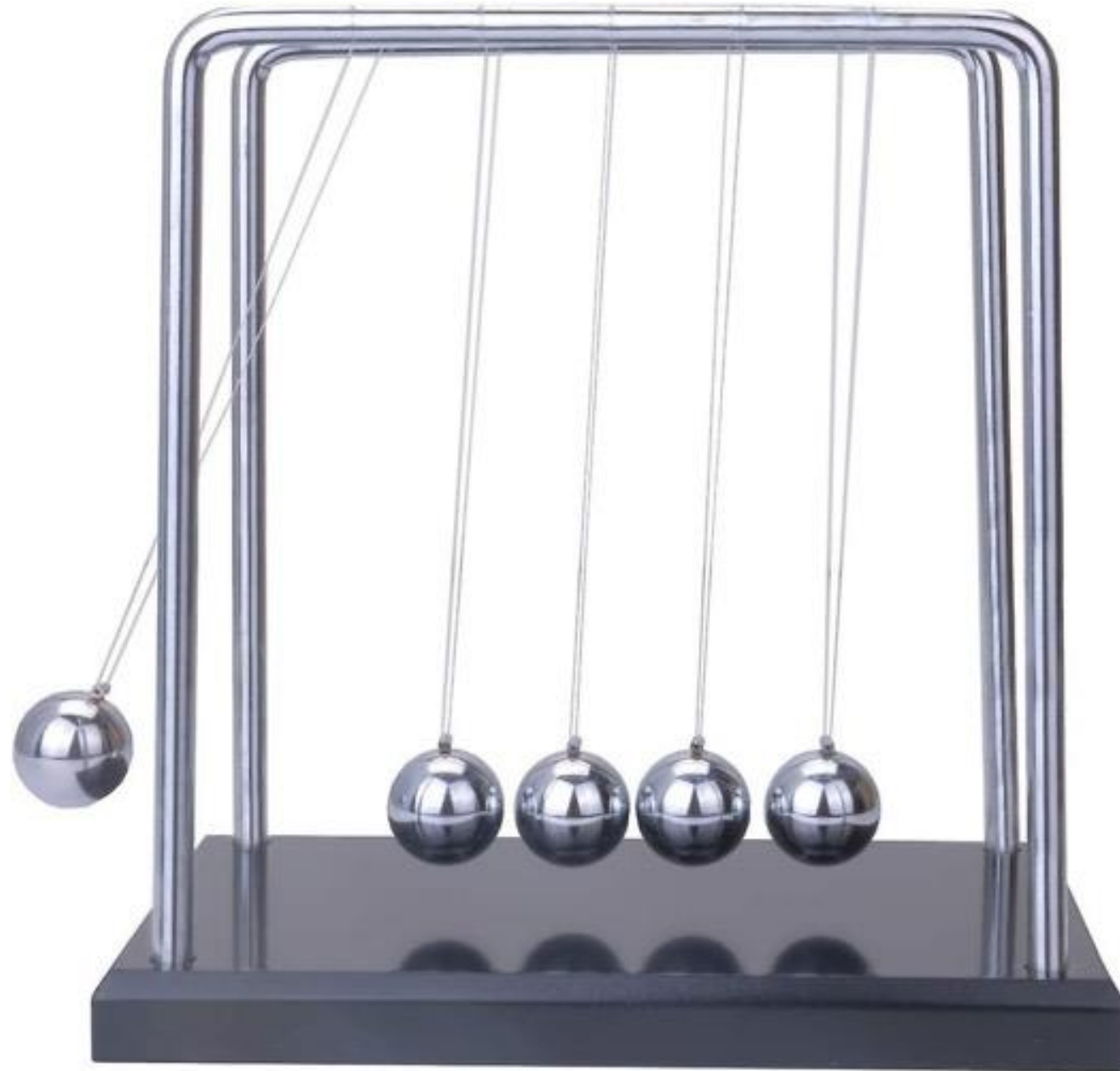
Who or what comes to mind when you think of an effective culture – and why?

Slide for AV crew

Roving microphones to answer the question

Who or what comes to mind when you think of an effective culture – and why?







WHO INFLUENCES IT?





HOW HARD IS IT TO MANAGE ORGANISATIONAL CULTURE?



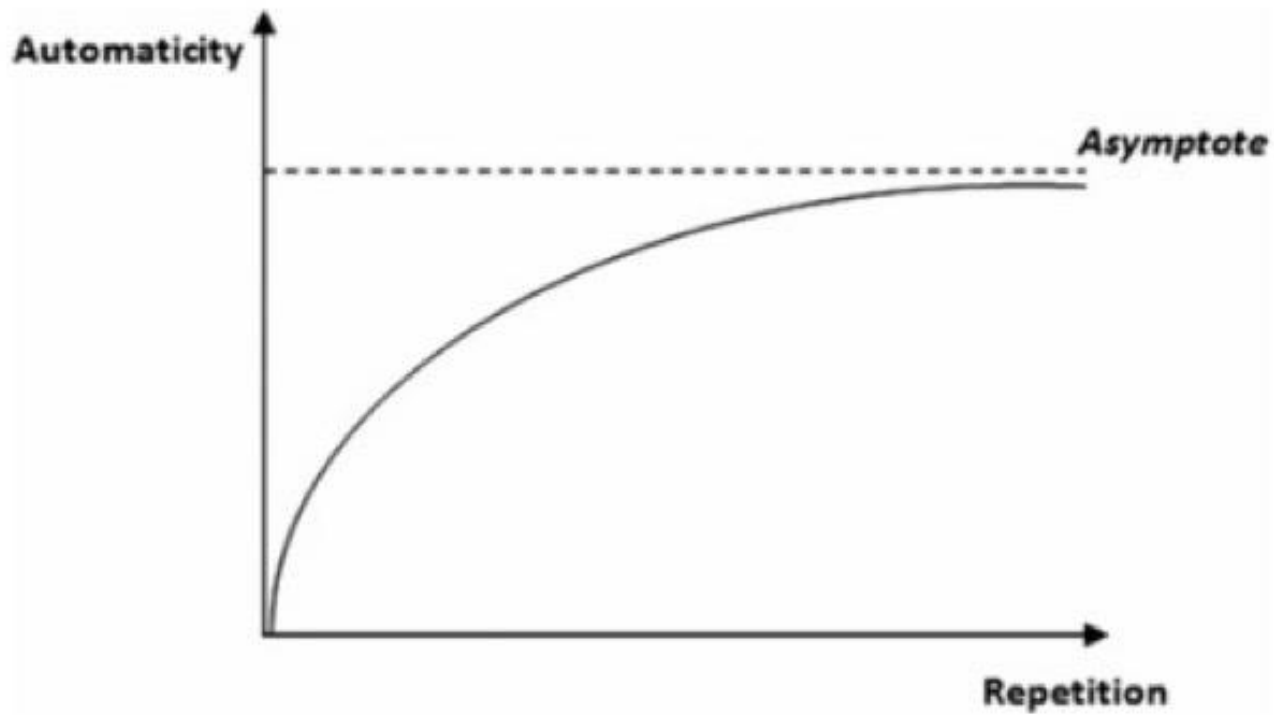


Figure 1. Habit formation following an asymptotic curve.

How are you managing the culture in your organisations today and what is hard or straightforward about that?

It all starts here

It all starts here

Time not speed

It all starts here

Time not speed

System not initiative

It all starts here

Time not speed

Legacy matters

System not initiative

It all starts here

Time not speed

Know your audience

Legacy matters

System not initiative

Someone must steward it

It all starts here

Time not speed

Know your audience

Legacy matters

System not initiative

HOW TO LEAD FOR CULTURE



what are other words for pigheadedness?



© Culture Shift 2019

obstinacy, bullheadedness, stubbornness, obstinance, self-will, perversity, mulishness, willfulness



 Thesaurus.plus





WHAT DO I ACTUALLY DO TO SHIFT AND MANAGE IT?

A strong internal culture of true patient care

Everyone deserves a fulfilling life. That's why we're dedicated to enhancing the lives of renal patients.

Our standards of care ensure excellence for every one of our patients in each of our clinics worldwide.

Our care delivery system enables universal access to world-class renal care. A system continuously improved through education and scientific research.

We constantly invest in new digital technologies to improve medical outcomes, effectiveness and efficiencies.

To give our people more time...

Time to provide what only people can provide...

Care, true care.

For life

Life-enhancing renal care.

For body, mind and soul. With passion and inspiration. Empowering patients, their friends and family. Because everyone deserves a fulfilling life.

True care

Dare to dream

We envision the future. Our passion for creating a better life goes as far as our imagination and a goal for change in the best of health & wellness.

Create better, together

We support each other and take individual responsibility to meet our future clients. We connect networks and reach out for help and new ideas, as we actively striving for culture.

Lead by example

Integrity is at the core and we walk the talk on what we expect of ourselves and others. We are accountable for our actions and actions, and set the tone to inspire others.

Sparkle with enthusiasm

We put our hearts and souls into what we do and don't wait for others to take the initiative. We walk the extra mile and encourage others to do the same.

Learn something new everyday

We are curious, we want to understand and we actively seek out learning in our daily work and to unleash our full potential.

Make connections

We create links, we develop relationships, we form bonds because we know the outcomes are better when we build bridges.

Good enough is not enough

We continuously strive to deliver better outcomes, and don't simply settle for the status quo.

Build trust through delivery

We focus on delivering what we promise, consistently finding solutions, while being open and honest with challenges we find along the way.

Demonstrate your skill

We apply our knowledge and consistently work to improve and develop so that we are the best in what we do.

Inspiration

Passion

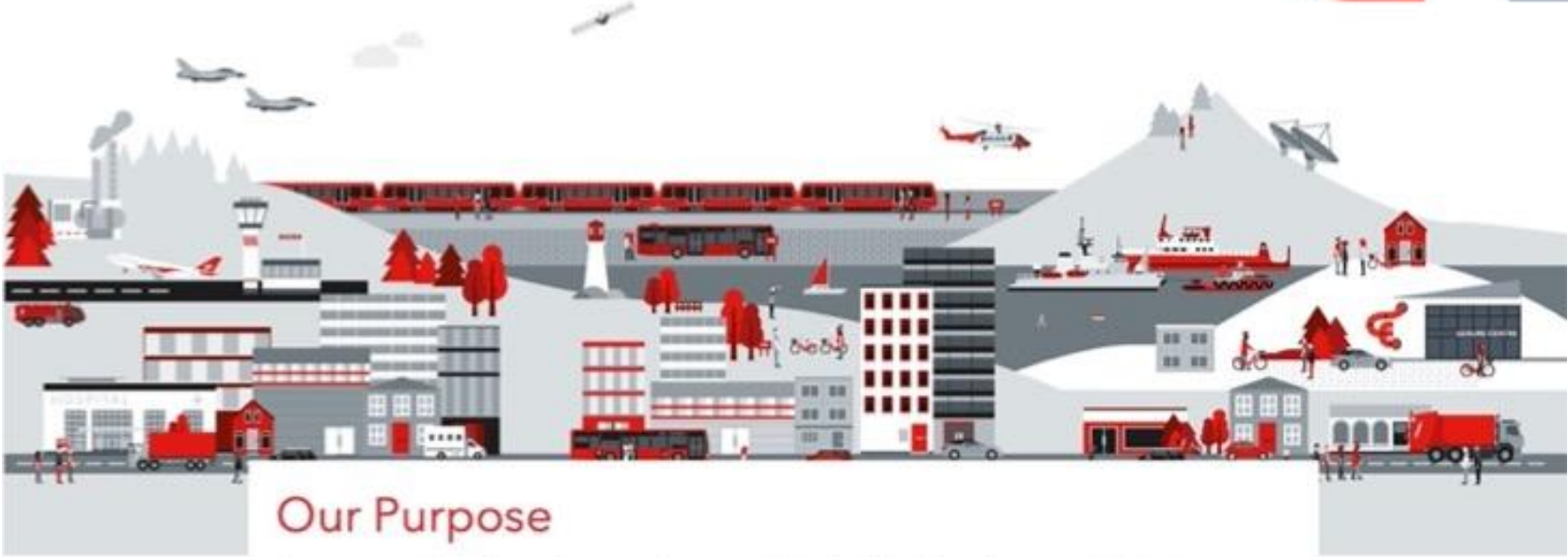
Competence



Our value proposition

- Proprietary Care Delivery Model
- Patient-centric digital innovation
- True care culture – for life





Our Purpose

Our purpose reaches beyond any numeric targets to describe the wider value we want to bring to governments, to public services, and to society: 'To be a trusted partner of governments, delivering superb public services, that transform outcomes and make a positive difference for our fellow citizens.'



FOR EVERYONE, FOR LIFE, FOR GOOD.

OUR PURPOSE

For Everyone. For life. For good.

Our purpose is to champion the wellbeing of people, families and communities everywhere. To protect life, prevent harm and eliminate waste, now and for generations to come. And to strive always to uphold the highest standards and do the right thing.

FOR EVERYONE

We champion the wellbeing of our consumers: people, families and communities everywhere.

FOR LIFE

We protect life, prevent harm, and eliminate waste, now and for generations to come.

FOR GOOD

We strive always to uphold the highest standards, because it's the right thing to do.



AS INDIVIDUALS WE ARE
BOLD
FEARLESS, PIONEERING AND PASSIONATE,
OPEN AND HONEST, TRUE TO OURSELVES
AND PROUD OF WHO WE ARE.

IN OUR TEAMS WE ARE
ENERGETIC
DYNAMIC AND PROACTIVE, CAPABLE
AND FLEXIBLE, EMBRACING CHANGE AND
MOVING FAST INTO THE FUTURE.

AS A BUSINESS WE ARE
STRIVING
RAISING THE BAR, PUSHING
PERFORMANCE, AIMING HIGH AND
ACHIEVING MORE.

OUR SHARED CULTURE BRINGS US
TOGETHER
ONE FAMILY, MANY VOICES, SUPPORTED,
INCLUDED, RESPECTFUL, EMPOWERED,
AND WITH JOY IN WHAT WE DO.

- What's your missional aim?
- What's your culture today?
- How big is the gap to what you want/need?
- How are you going to define it?
- How are you going to own it?

YOUR FIRST QUESTIONS

5 THINGS TO ALWAYS DO



DISCUSSION

- How well do I understand my current organisational culture, including the tensions?
- What most stands out from the input today?

BASICS TO TAKE AWAY

5 THINGS TO ALWAYS DO

KEEP IT SIMPLE
CLEAR MESSAGE

LEADERSHIP EFFORT

HARDWIRE THE SYSTEM

SOAK THE ENVIRONMENT

EVERYONE IN

27

HOW TO LEAD FOR CULTURE

I'm not a pedant
I'm an expert

MISSION

what are other words for pigheadedness?

obstinacy, bullheadedness, stubbornness, obstinance, self-will, perversity, mulishness, willfulness

PRAGMATISM

TheSaurus.plus

Published by Bloomsbury

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