

Client Case Study: Success Factor Modelling

The Cultural Change Company was invited by the Scottish Tourism Conference to deliver two presentations and related workshops to 300 Tourism Leaders at their yearly conference. The title of the workshop was:

“From Coach to Awakener: Gaining sustainable competitive advantage through NLP Applications”

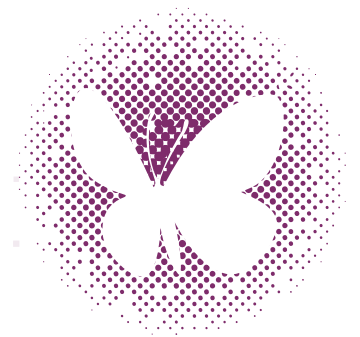
Our brief was to explore with the delegates the following themes:

- ‘HOW’ we can leverage competitive advantage through established Human Resources using NLP methods
- ‘HOW’ we continually re-engage with our stakeholders really does matter
- The need to develop new ways of developing ‘collective intelligence’
- The need to identify new engagement methods that sit comfortably within our costing model
- The need to turn our attention towards ‘alternative thinking’ and ‘alternative practices’

We developed materials drawn from within the field of NLP. Innovative NLP models of leadership which have influenced the cultures at organisations such as Disney, Apple and Google. The workshop shared with delegates practical ideas and associated NLP methods for engaging in successful cultural change work aimed at:

1. Success factor modelling from the world’s best
2. Rethinking leadership
3. Building stakeholder rapport
4. Preparing change leaders for action
5. Generating a high, resourceful internal state
6. Generating a circle of stakeholder excellence
7. Diagnosing and changing culture at work

David Potter, our senior trainer employ’s practical case studies in which he has been instrumental, as well as knowledge gained from the University of California on cutting edge stakeholder engagement tools currently sweeping through Silicon Valley.



The Cultural
Change Company

www.culturalchange.co.uk
07450 962 526
david.potter@culturalchange.co.uk