



# Keystone Management Services

Featuring International Speaker, Steve Simpson

[www.keystone-management.com](http://www.keystone-management.com)

PO Box 554, Sanctuary Cove, 4212, Queensland, Australia

ABN 58 681 061 839

## UGRs® - Cultural Transformation

Organisational culture is the invisible but undeniable force that shapes people's behaviour in any organisation. Nothing is more important, nothing can be more potent than an organisation's culture - it is the key determinant of the performance of any work team or business.

When the culture is 'right', an organisation has a significant competitive advantage that is impossible to replicate. While systems and products can be copied, culture cannot.

Up to now, managers have been aware of the concept of organisational culture, but because of a number of reasons have felt powerless to change it.

A new concept changes all that.

Over the past few years, much has been learned about the power of 'Unwritten Ground Rules' or UGRs®, and how these fundamentally impact on the performance of an organisation.

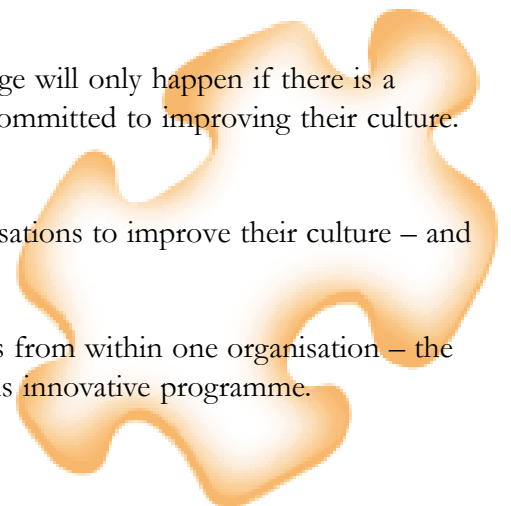
In essence, UGRs® enable people to understand organisational culture in simple and practical terms. Most importantly, that understanding leads to the ability to manage and improve UGRs® - to manage and improve the organisation's culture.

The concept of UGRs® was originally developed by author and international speaker Steve Simpson, from Keystone Management Services. After two universities funded world-first research into UGRs®, a number of organisations have been helped to implement significant cultural change programmes using a range of powerful tools and strategies related to UGRs®.

One of the key learnings during this time is that effective cultural change will only happen if there is a critical mass of key people within the organisation who are genuinely committed to improving their culture. This is a necessary ingredient for successful change.

In recognition of this, we have developed a new opportunity for organisations to improve their culture – and to reap the associated benefits.

We provide skill development and support for a key team of individuals from within one organisation – the 'UGRs® Culture Transformation Team'. Below are key attributes of this innovative programme.





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## The Key Attributes

We work with a team (minimum five people, may be larger in bigger organisations) called the UGRs<sup>®</sup> Culture Transformation Team. This team of people must have skills and attributes that include:

- Middle or senior level people with decision-making powers
- Skills to effect change by working with and through other people
- Effective team-player skills
- Credibility across the organisation

## The Programme – An Overview

Organisations involved in the programme receive the following:

- A two-day UGRs<sup>®</sup> Implementation Training Programme for the UGRs<sup>®</sup> Culture Transformation Team, culminating in a Cultural Improvement Action Plan. Each participant will be provided a free copy of the book 'UGRs: Cracking the Corporate Culture Code'
- Unlimited rights to duplicate and distribute the introductory video 'UGRs<sup>®</sup>: Creating a Culture of Service' in CD, Pal or NTCS format across the entire organisation for a four-year period following the one-day programme
- The rights to include a two-minute introduction in the above video featuring the CEO or other senior executive(s). Also, there is the option of a two-minute conclusion to the video tailored for your organisation, featuring the CEO, another senior executive, or Steve Simpson
- A half day follow up programme two months after the one-day programme with the UGRs<sup>®</sup> Culture Transformation Team to review progress on the Cultural Change Action Plan, and to develop further strategies to improve the culture
- Unlimited email and telephone access for the UGRs<sup>®</sup> Culture Transformation Team to Steve Simpson for advice/feedback on any aspect of the programme, for 12 months following the one-day programme
- Discount rates for further purchases of the book 'UGRs<sup>®</sup>: Cracking the Corporate Culture Code'

The programme components are described below.

### *Two-Day UGRs<sup>™</sup> Implementation Training Programme*

This is an intensive one day programme that will provide the UGRs<sup>®</sup> Change Team with the skills, knowledge and strategies to effect cultural change. The programme covers:

- An introduction to UGRs<sup>®</sup> – what they are and how they impact on individual and group behaviours (this is an optional segment and can be withheld if people already have a working knowledge of UGRs<sup>®</sup>)



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- The UGRs® change elements – awareness, stock take, implementation, ongoing focus
- Identifying the right mix of strategies for the Culture Transformation Team
- The potential problems/barriers to implementation and how to overcome these
- Generating the Action Plan

## *The Video*

As part of the implementation of the UGRs® related strategies, we recommend that *all* people in an organisation be given exposure to the UGRs® concept. This is essential for the strategies to take effect.

We have produced a 15-minute video that is an introduction to UGRs® and their power. The video features the originator of the UGRs® concept – Steve Simpson.

Organisations involved in this programme will have be given the rights for unlimited duplication and distribution of the video across the organisation in CD, Pal or NTSC format for a four-year period following the one day programme.

The video can be tailored for the organisation in two ways:

- The addition of a two-minute introduction by the CEO or other senior executive. This introduction would provide a strong message to all staff about the importance of the Cultural Transformation Programme and the commitment to it from the senior team
- The addition of a two-minute ending by the CEO, other senior executive or Steve Simpson. Again, this would be a tailored message

The video would be used as part of the Implementation Action Plan. In addition, the video could be used as part of the organisation's induction/orientation programme.

## *Half-Day Follow Up Programme*

This programme, two months after the one-day programme, will *support* and *challenge* the Implementation Team. It will support the team in providing feedback and analysis of achievements to date. It will challenge the team by providing new issues for the team to consider. The programme will cover:

- Achievements to date – what the team has done and the impact on organisational culture
- A review of the Action Plan – what needs to be changed/deleted/added
- The major issues that need to be addressed to realise the goals of the Action Plan

## *Unlimited Email and Telephone Access*

For a 12 month period following the one-day programme, all participants in the Culture Transformation Team will have direct and unlimited email and telephone access to the UGRs Consultant.