



Organizational Culture Change: Unleashing your Organization's Potential in Circles of 10

Marcella Bremer

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Culture, leadership and the ability to change determine organizational performance... But 75% of organizational change programs fail - being too conceptual, organization-wide and command-and-control like. That's why change consultant Marcella Bremer developed this pragmatic approach to organizational culture, change and leadership. The starting point is the validated Organizational Culture Assessment Instrument based on the Competing Values Framework by professors Kim Cameron and Robert Quinn. Next, Bremer shows how to engage people in OCAI-workshops or Change Circles. In peer groups of 10 coworkers they develop a change plan for their teams that is also personal and focused on specific behaviors. These Change Circles of 10 use the mechanism of "Copy, Coach and Correct" within groups to help organization members to implement the change and develop those behaviors that will make a difference. This book is a pragmatic user's guide to organizational culture change. Learn the best practices from a change consultant and unleash your organization, too!

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