BUILDING A POSITIVE ORGANIZATIONAL CULTURE



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Introduction

Building a Positive Organizational Culture examines how organizations shape the beliefs, habits, and daily behaviours that define working life. This Training Course explores the levers leaders and HR teams use to move culture from written values to lived experience. Participants study culture diagnosis, values alignment, psychological safety, recognition, and change communication. Furthermore, the programme links culture models to measurable outcomes such as engagement and retention. As a result, delegates leave able to assess their culture honestly, design targeted interventions, and sustain momentum over ten working days.

Building a Positive Organizational Culture Course Objectives

- Define organizational culture and distinguish artifacts, values, and underlying assumptions.
- Diagnose culture using the Competing Values Framework and cultural web analysis.
- Align stated values with observable behaviours and management routines.
- Build psychological safety and trust across teams and hierarchy levels.
- Design recognition and reward practices that reinforce positive behaviours.
- Strengthen employee voice, feedback loops, and upward communication.
- Apply the Denison Culture Model and culture audit methods to measure culture.
- Lead culture change using Kotter's eight-step model and ADKAR.
- Address toxic behaviours, cultural misfits, and resistance fairly.
- Build a multi-year culture roadmap with milestones, owners, and indicators.

Course Methodology

- Interactive workshops using organizational culture case studies.

- Facilitated diagnosis of participants' own culture using the Competing Values Framework.
- Structured group discussion on values, rituals, and unwritten rules.
- Self-assessment tools such as culture audits, engagement surveys, and psychological safety scales.
- Practical design labs for recognition, rituals, and communication campaigns.
- Action planning that converts each session into a workplace commitment.

Who Should Take This Course

- Human resources leaders and culture programme managers.
- Line managers, team leaders, and supervisors.
- Learning and development specialists.
- Organizational development and change practitioners.
- Internal communication and employee engagement officers.
- Senior leaders and executive committee members.
- Employee resource group leads and wellbeing champions.

Building a Positive Organizational Culture Course Outlines

Day 1: Understanding Organizational Culture

- Defining culture: artifacts, espoused values, and underlying assumptions.
- Schein's three levels of culture in practice.
- The Competing Values Framework: clan, adhocracy, market, and hierarchy.
- Cultural web analysis: stories, symbols, rituals, and power structures.
- How culture forms through leadership and shared experience.

- Strong, weak, and toxic culture patterns.
- Mapping the organization's current culture.

Day 2: Values, Purpose, and Behaviour Alignment

- Writing values that people actually recognize.
- Translating values into observable behaviour standards.
- Purpose statements and their link to daily decisions.
- Behavioural competency frameworks tied to culture.
- Cultural fit versus cultural contribution in hiring.
- Detecting values-behaviour gaps and their real cost.
- Building team-level values agreements.

Day 3: Diagnosing Culture with Evidence

- Culture audits: scope, method, and data sources.
- Engagement survey design, sampling, and confidentiality.
- Focus groups, listening circles, and stay interviews.
- Analysing exit interview trends for culture signals.
- Data triangulation across surveys and qualitative input.
- Presenting cultural findings without defensiveness.
- Building a culture baseline report.

Day 4: Psychological Safety and Trust

- Defining psychological safety and its role in performance.
- Edmondson's psychological safety framework and measurement scales.
- Trust-building behaviours for managers and teams.

- Encouraging candour, dissent, and constructive challenge.
- Handling mistakes, failure, and learning reviews.
- Reducing fear-driven compliance and organizational silence.
- Team practices that raise psychological safety.

Day 5: Leadership Behaviour and Everyday Culture

- Leadership behaviour as the strongest culture signal.
- The role of middle managers in translating culture.
- Delegation, decision rights, and culture-consistent processes.
- Meeting design and facilitation that shape norms.
- Modelling respect, accountability, and fairness daily.
- Coaching managers on culture-aligned behaviour.
- Cascading culture expectations through the hierarchy.

Day 6: Employee Voice, Recognition, and Engagement

- Designing employee voice mechanisms and listening systems.
- Engagement survey follow-up loops and visible action.
- Recognition practices that reinforce positive behaviours.
- Appreciation, celebration rituals, and storytelling.
- Career development, growth, and internal mobility signals.
- Wellbeing, workload, and burnout prevention.
- Turning recognition into a sustained system.

Day 7: Communication and Culture Storytelling

- Internal communication strategy aligned to culture goals.

- Storytelling with real employee examples and case narratives.
- Rituals, symbols, and visible artefacts that signal values.
- Digital channels, town halls, and two-way dialogue design.
- Crisis communication and cultural consistency under pressure.
- Measuring communication reach and message recall.
- Building an internal culture brand.

Day 8: Culture Change and Change Leadership

- Kotter's eight-step model for culture transformation.
- ADKAR and the people side of change.
- Sponsorship, change coalitions, and role modelling.
- Managing resistance, cynicism, and change fatigue.
- Sequencing interventions across systems and processes.
- Aligning HR policies with the new culture.
- Communication campaigns that keep culture visible.

Day 9: Measuring Culture and Sustaining Progress

- The Denison Culture Model and its four dimensions.
- Culture dashboards, indicators, and targets.
- Linking culture metrics to performance and retention data.
- External benchmarking and accreditation frameworks.
- Annual culture review and programme refresh.
- Governance, sponsorship, and accountability structures.
- Reporting culture progress to leadership and the board.

Day 10: Building the Culture Roadmap

- Writing a culture charter and behaviour commitments.
- Multi-year culture roadmap with milestones and owners.
- Budget, resourcing, and capability planning.
- Piloting interventions and scaling what works.
- Embedding culture in onboarding, appraisal, and promotion.
- Continuous improvement cycles and annual refresh.
- Personal action plan and professional commitment.

Conclusion

By successfully completing Building a Positive Organizational Culture, participants will have acquired a practical command of culture diagnosis, values alignment, psychological safety, and change leadership. They will know how to read their own culture honestly, design targeted interventions, and measure progress with real indicators. In addition, the course prepares delegates to build recognition systems and listening loops that sustain engagement. As a result, they return to work ready to turn stated values into daily habits. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

FAQs for the Building a Positive Organizational Culture course

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Q1 What is the "Building a Positive Organizational Culture" course about?

It is a ten-day programme that explains how organizational culture forms and how leaders and HR teams can shape it deliberately. It covers culture diagnosis, values alignment, psychological safety, employee voice, recognition, engagement measurement, and structured culture change.

Q2 What are the key benefits of the "Building a Positive Organizational Culture" course?

Participants gain the ability to diagnose culture honestly, close values-behaviour gaps, and raise engagement and retention with targeted interventions. They also learn to reduce toxic behaviour, improve trust between teams and leadership, and sustain culture change with measurable milestones.

Q3 What skills will I gain from the "Building a Positive Organizational Culture" course?

Culture diagnosis and values alignment, psychological safety and trust building, employee voice and recognition design, and culture change leadership with engagement measurement.

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Q4 What tools, methods, or standards are covered in the "Building a Positive Organizational Culture" course?

The course covers Schein's three levels of culture, the Competing Values Framework, cultural web analysis, the Denison Culture Model, Edmondson's psychological safety framework, Kotter's eight-step change model, ADKAR, engagement survey design, culture audits, and recognition and ritual design methods.

Q5 How is the "Building a Positive Organizational Culture" course applied in real-world practice?

Delegates apply it through culture audits, values rollout sessions, team behaviour agreements, recognition programmes, engagement survey follow-up plans, listening circles, manager coaching, and board-level culture reporting. They also use it to design onboarding experiences that reinforce the culture from day one.