

***cultureQs***  
**Accelerating Change  
through  
Stakeholder Engagement**

**Eric Lynn**

## Initial Questions ...

### **Change**

- ***What is Change ... really?***
- ***How do we encounter the new situation?***
- ***How do we encourage Stakeholder Engagement?***
- ***How can we design a change process to significantly increase its chances of success?***

## Change ...

- ***Change is ubiquitous.***

***We live in a dynamic world:  
we have always done so and always will.***

***We need to learn to accept and embrace  
change as a natural part of life ...***

***... Embrace the opportunities it offers***

***... Take the fear out of it***

## Change ...

- *Problems in organisation change initiatives arise when we forget/ignore the basics.*  
**People drive change.** People need purpose, orientation, space to make own decisions ... and honesty.

*... We can only initiate successful change  
TOGETHER WITH people  
... We cannot do it TO them*

***Invite people to work with you!***

## Change ...



- *Successful change focuses on the business, not on the change.*
  - *What are we trying to achieve together?*
  - *How are we going to do it? ... Focus of **cultureQs***
  - *Why is this important?*

***cultureQs** invites and enables generative conversations about core personal and group motivators. The people then very quickly are able to begin **Shaping their new Workplace ... together.***

# Stakeholder Engagement ...



- ***Engagement is intrinsic ... an inner conviction.***  
***It is impossible to 'convince' or 'persuade' someone to engage.***  
***We can however enable people to engage by ...***
  - ***Inviting***
  - ***Encouraging***
  - ***Inspiring***

# **Culture**

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## ***Culture is the Soul of the Organisation***

***... We therefore need to nurture the soul to ensure a healthy organisation.***

***Healthy intrinsically motivated people engage; add value for themselves and the organisation; results improve; the business benefits and grows; new opportunities arise.***

***Culture***

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**The continuously evolving  
dynamic interaction of  
mindsets and gutsets of actors  
in the system(s).**



# Seven Core Layers of Culture

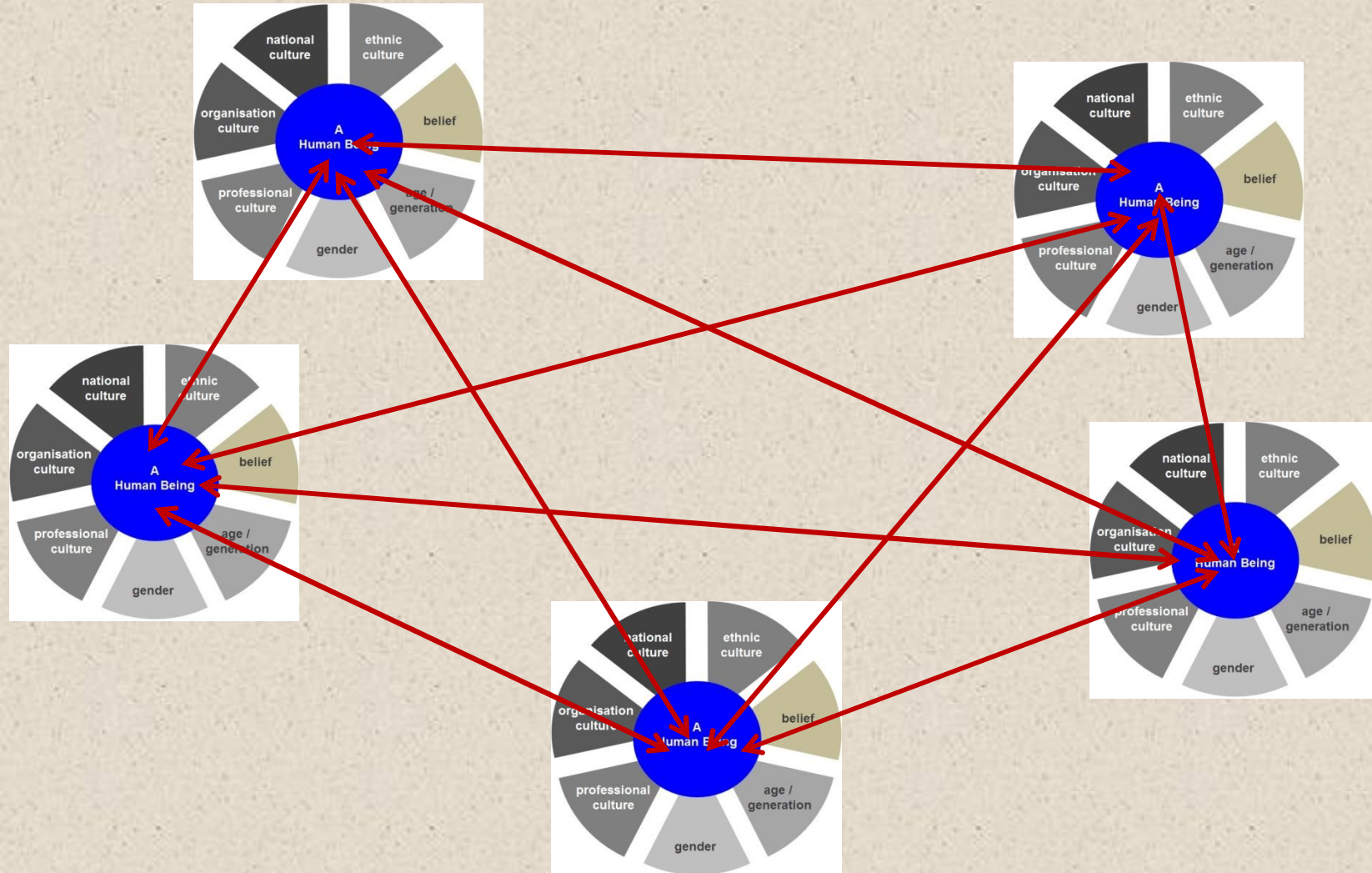
We do not encounter and engage with each other as representatives of a specific cultural group.

We engage as individual human beings with our personal intrinsic motivators.



# Human Interaction Dynamics

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**cultureQs** is a Change and Integration Accelerator that uses powerful questions to inspire participants to reflect on the foundations of their beliefs, attitudes and behaviours.

While engaging in deep meaningful conversations, people connect quickly, enabling the invisible borders that hinder collaboration to fall away.

Wasteful conflict is reduced; people (re-)focus on the personal and professional questions that matter; innovative potential is released and performance is enhanced.

***It provokes the mindset change  
that results in behaviour change.***

# Foundations of ...

Deep Meaningful Conversations that Connect ... Quickly

**Appreciative Inquiry**  
(Focus on Positive Potential)

**Dialogue**  
(Bohmian Dialogue)

**Story-Telling**

# Questions ...

*... that challenge and expand our perspective of the world*

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fundamental drivers and beliefs



personal preferences



real case studies of challenges  
that inevitably occur in organisational life



behaviour patterns



thought-provoking quotes from traditional and  
modern sources



impulses from everyday reflections on life



# Select from 370 Questions ...

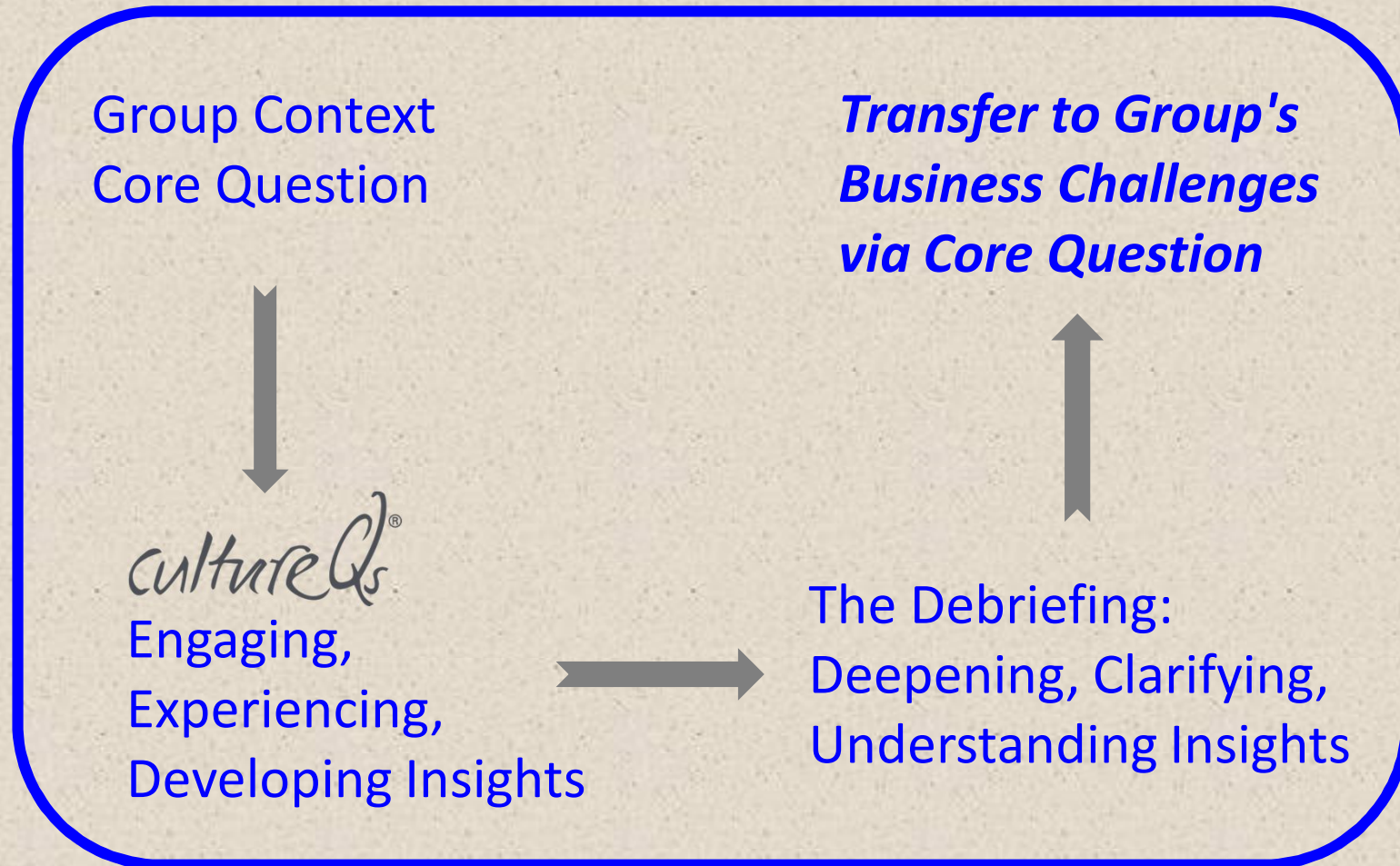
... that challenge and expand our perspective of the world  
while focusing on the Core Business Question

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# *Embedding cultureQs into a Change Process*



# Applications



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## Dialogic Conversations Uncovering Hidden Potential Understanding Human Relationship



### *Enabling the Emergence of Collaboration that Enables Organisations to Thrive in Change*

In **Dialogue**, a group of people can explore the individual and collective presuppositions, ideas, beliefs, and feelings that subtly control their interactions.  
*(David Bohm)*

It is a collective observation. It is an arena for collective learning.

It is a space, an opportunity for a collective form – a culture – to emerge.

**Appreciative Inquiry** is the cooperative search for the best in people, their organisations, and the world around them. It involves a systematic discovery into what gives a system "life" when it is most effective and capable in economic, ecological, and human terms. *(David Cooperrider & Diana Whitney)*

**Relationship** is a process of self-revelation, and without knowing oneself, the ways of one's own mind and heart, merely to establish an outward order, a system, has very little meaning. So what is important is to understand oneself in relationship with one another. *(J. Krishnamurti)*

*How can we support you?*

*Let's open a generative conversation ...*

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