

The Initiators Circle

This circle is the part of the Culture Bell Curve which focuses on the first 18 - 20%. This is a small group of people within the company who are advocates of the leaders dreams or visions, however, they are mostly not utilised. When people try to change the culture they tend to focus on where the group majority is, which tends to be the middle of the Bell Curve - Standard Deviation. The key to a successful culture shift is to focus on the first 20% of people, these are your innovators and early adopters. These are the people who will take any dream and turn it into a reality, you just need to get buy-in from them. This group, The Initiators Circle, is responsible for creating momentum within the company and establishing a culture shift.

3 Steps

- 1) Teach Leaders (Owners, Executives, etc) about the Initiators Circle and how to change culture effectively.
- 2) Create a Workshop or Event to invite the Innovators and Early Adopters.
- 3) Ongoing Support

Culture:

Culture is broken down into 3 parts: Behaviour, Symbols and Systems. Each one of these are important and play a huge role in determining whether a company will have a good culture or a bad culture.

Focus	Pillar	Task
Fixed	<i>Behaviour</i>	Change
Specific	<i>Symbols</i>	Create
Specific	<i>Systems</i>	Communicate

Behaviour is different from the other 2 parts in the sense that Symbols and Systems are unique to the entity or company, but the Behaviour is fixed or consistent in all successful cultures.

Pillar	Description	Key Components
Behaviour	Actions and conduct expected from members of the organisation, which reflect its values.	<ul style="list-style-type: none">- Consistency: Daily actions reinforce cultural values.- Accountability: Systems to recognize and uphold desired behaviour.- Inclusiveness: Fostering participation and belonging.

Symbols	Visual and verbal representations that create a sense of identity and unity within the organisation.	<ul style="list-style-type: none"> - Logos, Mottoes, Taglines: Memorable representations of mission and values. - Awards & Recognition: Trophies, certificates, and celebrations. - Traditions & Rituals: Regular events reinforcing culture.
Systems	Structures and processes that enable and sustain the culture, translating values into consistent action.	<ul style="list-style-type: none"> - Processes & Procedures: Guidelines for aligning practices with cultural vision. - Training & Development: Programs supporting growth and cultural reinforcement. - Feedback & Evaluation: Regular progress measurement and adjustments.

Step 1:

Teach Leaders (Owners, Executives, etc) about the Initiators Circle and how to change culture effectively.

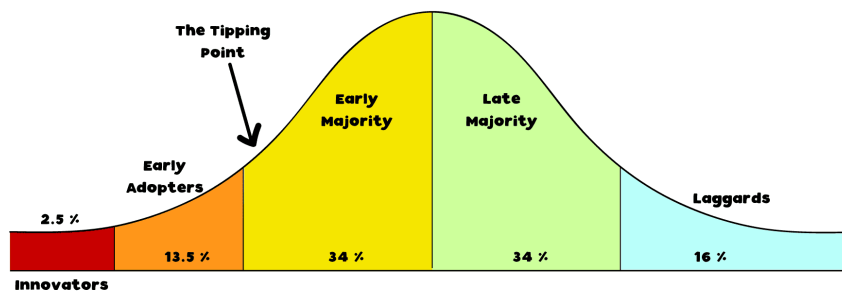
This step focuses on a few areas:

a) Ask what they believe culture to be.

Culture is the shared values, beliefs, and attitudes that guide an organisation and its employees

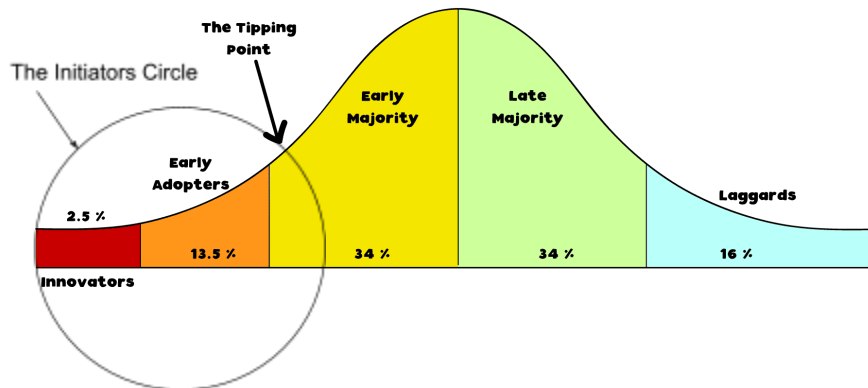
b) The Law of diffusion of innovation

The Law of Diffusion of Innovation



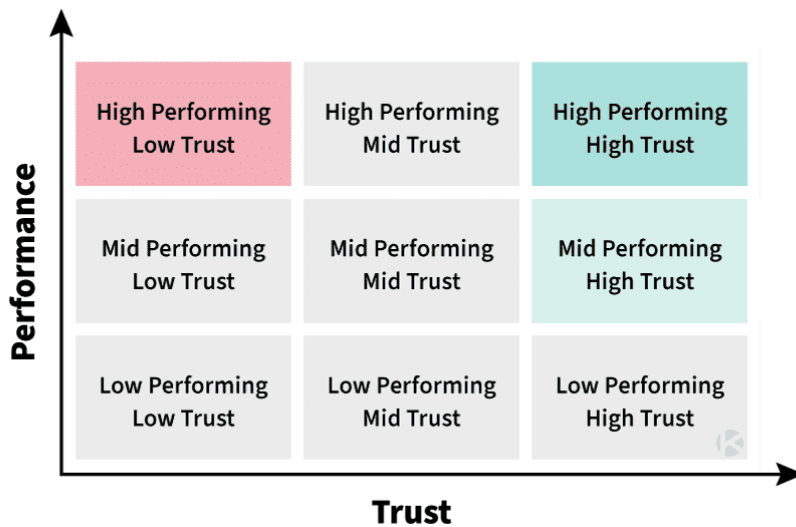
c) The Initiators circle

The Law of Diffusion of Innovation



d) Performance Vs. Trust

Performance vs Trust Matrix



e) Everything rises and falls on leadership

The lesson from Extreme Ownership. The Seals team with the best and the worst leaders. The moral of the story is that the leader determines the success or failure of the team. If you are unhappy with your team - change.

Step 2:

Create a Workshop or Event to invite the Innovators and Early Adopters. According to the law of diffusion of innovation, you need between 7% of the early adopters and 9% of the early majority to accept an idea before it spreads to the entire population.

- a) Invite the entire staff to an exclusive and limited workshop or training.
 - i) There must be a barrier to entry (Essay, Form, etc)
 - ii) They must answer the question, "Why do you believe you should attend this training or workshop?"
- b) After Applications are in, review the entry forms/essays, and choose the members that align to the goal.
- c) On the Training Day, deemed "Day 0" you invite the people accepted to the workshop to join in on transforming the culture of the company.
 - i) They will receive exclusive training throughout the year.
 - ii) They will be responsible for being advocates of the company's culture through their words and actions.

Day Zero

- * Each person receives their own pack which includes content of the day
- * There must be drinks and food
- * The space where the workshop will be presented must be presented well

- Welcome Intro
- Company's vision and Dreams
- Explain Culture (Behaviour, Symbols and Systems)
- Explain The Initiators Circle
- Allow for input and opinions
- Sign Up Opportunity

Step 3:**Ongoing Support**

The leadership needs to display the behaviour that enables successful culture ongoingly. There will be 10 Masterclasses presented to the IC (Initiators Circle) either spread out or in close proximity. The following masterclasses will be offered to the specific group:

- 1) Communicate Effectively on and off the stage
- 2) Achieve every dream every time
- 3) Striving for and Inspiring excellence
- 4) How to lead the next Gen.
- 5) Leadership essentials to create influence

The other 5 will be filled with training and teachings from the company.