



// TRANSFORMATION SERIES

# Culture Transformation

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In order to stay relevant in the constantly evolving business landscape and to gain competitive advantage, organizations must develop future-ready capabilities. This entails developing a winning culture that is aligned (to business and organizational values), actionable (in daily lives by professionals), and scalable (to reflect growth and diversity). It also means building cutting-edge digital capabilities that can keep pace with technological advancements and enable companies to win in a digital-first world. And finally, cultivating new-age, resilient leadership that can inspire and guide teams.

KNOLSKAPE has been helping global brands become future-ready by addressing their unique challenges in three key areas: Culture Transformation, Digital Transformation, and Leadership Transformation. This guidebook is part of our Transformation series trilogy and provides details on KNOLSKAPE's capabilities in the space of Culture Transformation.

# Culture Transformation

*Building sustainable organizational culture aligned to business strategy for enhanced performance and productivity.*



## THE CONTEXT

Culture is the mechanism by which values in an organization get actioned, displayed, and promoted. Culture helps people and people leaders take decisions when faced with trade off scenarios between different values. And it is Culture that helps professionals distinctively belong in an organization and contribute to its growth.

As we head into a new world where people work in virtual and hybrid environments, employee engagement, satisfaction, and retention have surfaced as some of the most challenging problems for organizations worldwide. Therefore, there is a critical need to create an empowering work environment by helping that is characterized by a strong sense of belonging, purpose, and impact.

**The No. 1 reason for quitting an organization was “toxic company culture,”** with low salary, poor management and a lack of a healthy work-life balance following closely behind.

Source: Study by FlexJobs

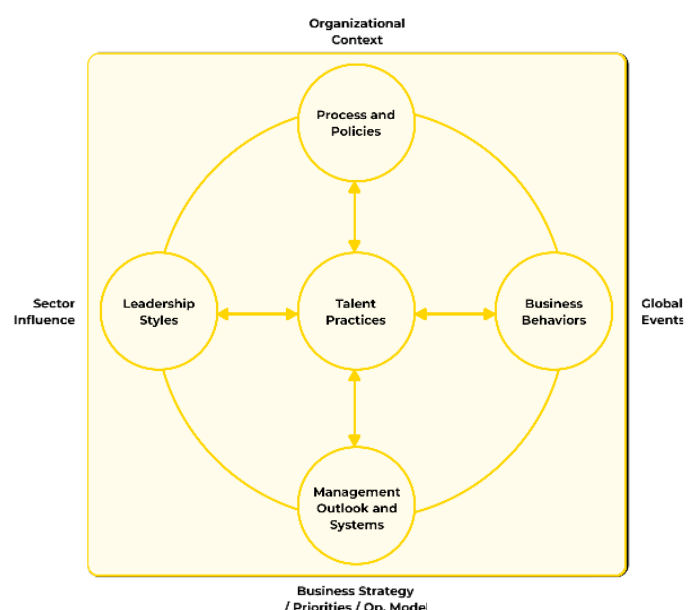
Cultural transformation begins when an organization recognizes that its current culture is misaligned with its vision, mission, core values, and/or strategic objectives. This misalignment signals to the leadership that the culture has become a hindrance to achieving the strategic objectives of the organization. The diagram shown below depicts the interconnectedness of the organizational pillars, drivers, and influencers that correspond to build a successful cultural transformation process.

**50-70%**

*of the current headcount in most organizations has joined them in the last 24 months without any physical immersion, role modeling and appreciation of the company's culture.*

Source: KNOLSKAPE Insight Center

## Culture Transformation



## THE SOLUTION

Organizations can build a strong foundation for long-term success through a winning culture. To support cultural transformation, leaders and employees need to develop new skills, mindset, and behaviors. KNOLSKAPE's Culture Transformation solutions are designed to empower organizations to drive meaningful and sustainable culture change.

KNOLSKAPE has crafted a simulation-led suite of programs powered by analytics to help solve this challenge. This integrated assessment, learning, and coaching solution aims to help organizations build a scalable, sustainable, aligned, and actionable culture.

### Culture Transformation Spectrum

KNOLSKAPE's solutions address the complete cultural spectrum including, but not limited to:

- » Culture of Innovation
- » Culture of Customer Centricity
- » Culture of Growth Mindset
- » Culture of Empowerment
- » Culture of Well-Being
- » Culture of Empathy



We have developed holistic solutions for every other cultural pillar that an organization identifies with, in addition to those mentioned above.

KNOLSKAPE has emerged as the preferred partner for global organizations seeking to develop and/or transform various cultural aspects at their workplace. Our solutions follow a structured approach that comprises four essential elements:

- » **A framework:** Each solution has a well researched framework that outlines the key concepts and components of the desired culture. The framework helps organizations undergo cultural transformation in a systemic and holistic manner.
- » **Capabilities/skills needed to build the culture:** Based on the framework, we identify the capabilities and skills required to build and sustain the culture. It helps organizations understand the competencies they need to develop the desired culture effectively.
- » **A journey that can help build these capabilities/skills:** As part of the solution, we offer a learning journey that guides the organization in developing these capabilities and skills. The journey serves as a roadmap, providing a step-by-step process and multi-modal enablement programs to achieve the desired cultural transformation.
- » **A governance mechanism to sustain the culture:** The solution comes with a governance mechanism that ensures that the cultural development and/or transformation is sustainable and helps the organization achieve its strategic objectives.

With this structured approach, KNOLSKAPE offers a comprehensive solution for organizations looking to transform their culture successfully.



# About KNOLSKAPE

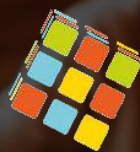
KNOLSKAPE is a global leader in experiential learning with a mission to help organizations and employees become future ready. Using a large award-winning portfolio of simulations aligned with 100+ competencies and cutting-edge talent intelligence, KNOLSKAPE produces stellar outcomes for more than 400+ organizations across 75 countries. Driven by research and thought leadership, KNOLSKAPE offers its products and solutions in a flexible subscription model powered by omni-channel delivery. A certified Great Place to Work® organization, KNOLSKAPE is a 150+ strong team with offices in Singapore, India, Malaysia, UK, and USA serving a rapidly growing global client base across industries such as banking and finance, consulting, IT, FMCG, retail, manufacturing, infrastructure, pharmaceuticals, engineering, auto, government, and academia.

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# KNOLSKAPE

**Get in Touch!**  
[www.knolskape.com](http://www.knolskape.com)

[marketing@knolskape.com](mailto:marketing@knolskape.com)