

Create Better Culture

Using Technology to Drive Culture at Scale with a Single Cultural Heartbeat

Create the Culture You Want With qChange



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True organizational culture change doesn't require expensive, drawn-out programs. Research shows that inclusive workplaces are six times more innovative and twice as likely to meet or surpass their financial goals. In most cases, however, organizations invest a great deal of time and money into culture-change initiatives that see few long-term results. What if we could measure and increase inclusion not in a classroom over many months, but in the meeting room, in real-time? The qChange Leadership Experience (qLX) does exactly this by effortlessly weaving inclusion into the fabric of an organization.

George Benson was recently hired as Executive Vice President at a global apparel company. The organization is experiencing significant turnover, decreased engagement, and overall decreased productivity. These issues are what George tackled at his previous company and knows that whole system transformation is needed. Culture is a critical component of his organization, and George learned that a lot of the problems are due to a lack of inclusivity and cultural buy-in. His organization has therefore decided on a targeted approach to culture: the qLX solution.

To drive culture across the whole organization, George and all leaders in the organization install the qLX solution in Microsoft Teams. Each leader invites influencers (direct reports, boss, peers) to practice the cultural values in the flow of work. As part of the culture efforts, all leaders in the organization focus on the same behaviors at the same time, rotating the focus area once a month, thereby creating a culture with a single organizational heartbeat.

To maximize the impact, qLX identifies the best meetings in which to nudge leaders, allowing leaders to receive real-time feedback and a better understanding of their practice of organizational values. Coupled with real-time learning, the qChange solution allows leaders to learn with each day and with each meeting, and ushers in the organizational culture change that actually sticks.

After three months, George was thrilled to see that engagement and productivity had improved substantially, and turnover had also decreased by 10%. The qLX solution helped the organization home in on inclusion and other critical cultural variables, one meeting at a time, while also creating stronger leaders.

HOW TO REACH US:

To change culture, and make it stick, email qChange at info@qchange.com.