



# Culture Transformation:

*The Eagle's Flight Approach*

**A successful culture transformation requires** changing the hearts, minds, and skills of your employees to achieve organizational imperatives—with unwavering support and active involvement from leaders at all levels. When executed thoughtfully, a culture transformation can revolutionize your organization in one—or more—of the following areas.

**CUSTOMER EXPERIENCE:**

Build your culture around the customer, always putting them at the center of all decisions across the entire organization.

**DIVERSITY AND INCLUSION:**

Build a culture where employees and leaders embrace diversity and inclusion, and one that makes customers want to work with you, and employees want to work for you.

**EMPLOYEE ENGAGEMENT:**

Unleash the potential of your employees by increasing engagement to positively impact performance.

**LEADERSHIP DEVELOPMENT:**

Build leadership excellence from front-line managers to the C-suite to ensure a full pipeline of leaders.

**SAFETY, REGULATORY, AND COMPLIANCE ADHERENCE:**

Build conviction that inspires and gives employees a purpose to proactively follow all safety standards.

**ACCOUNTABILITY:**

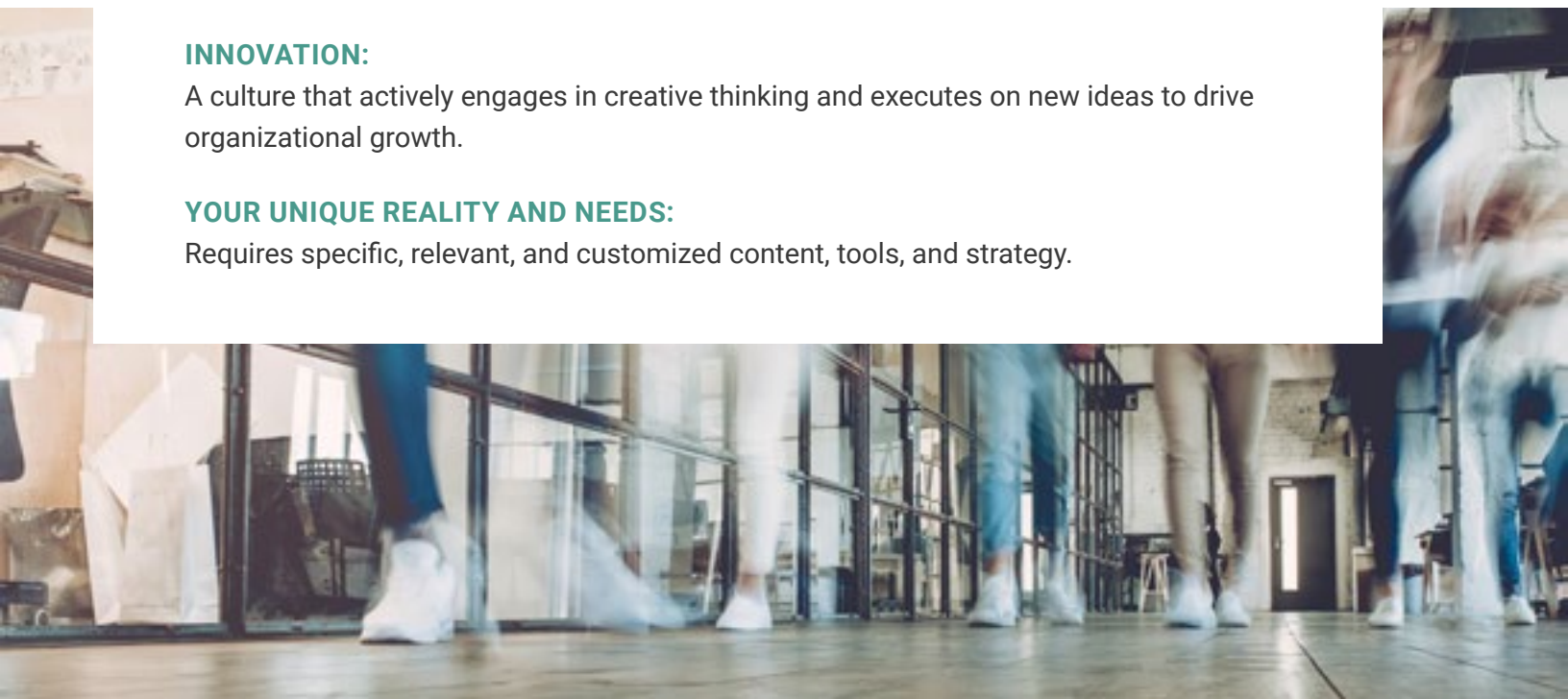
Ensure all employees understand how their personal responsibilities affect organizational, departmental, and team objectives.

**INNOVATION:**

A culture that actively engages in creative thinking and executes on new ideas to drive organizational growth.

**YOUR UNIQUE REALITY AND NEEDS:**

Requires specific, relevant, and customized content, tools, and strategy.



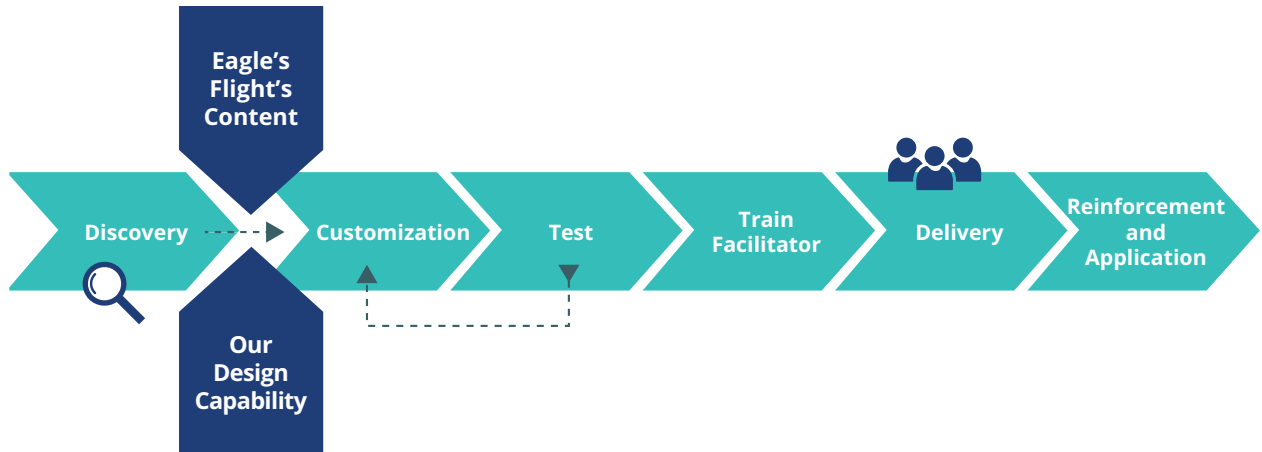
## CHALLENGES THAT ORGANIZATIONS FACE WHEN TRANSFORMING CULTURE

Culture transformation is not for the faint of heart. There are many hurdles to successful transformation, not the least of which is determination to stay the course. We are all familiar with the expression “flavor of the month,” and this very often describes initiatives that begin within organizations but which do not come to fruition for one reason or another. Common reasons for this include:

- **Lack of conviction:** It’s hard to care about something you don’t understand. And yet, employees are often ushered into initiatives with little to no explanation of why it is taking place. To build conviction, there must be understanding, knowledge, and practice, throughout the process, making it clear what, how, and why employees are changing their current behaviors.
- **Lack of leadership buy-in and support:** Before any kind of organizational transformation takes shape, leaders can be just as uncertain as employees as to which behaviors are desired and how the changes in behavior will positively affect them. Leaders who are active and visible have the ability to impact everyone else. They are a powerful asset because they model the desired behaviors, coach employees to do the same, and require employees’ conviction to embrace the transformation.
- **Lack of experience and resources:** All too often, organizations know they need a culture change but do not have the resources, experience, or time to make it truly effective. A major undertaking, like a culture transformation, calls for proven strategies and time-tested processes, as well as an unbiased bird’s-eye view of the situation. This can be solved by working with a trusted partner.
- **Lack of customization:** Every company’s culture is unique. Thus, culture transformation is not a one-size-fits-all. The solution: prework that reveals your company’s reality and needs. This foundation allows the rest of the transformation process to be carefully considered, planned, and executed.

## OUR TRIED-AND-TRUE APPROACH

We bring learning to life by delivering a customized solution that is explicitly tailored to your organization, and your learning outcomes.



## YOUR NEED AND REALITY

The insight that a preliminary discovery provides is invaluable to the success of a culture transformation. All too often, culture transformations do not take into account the unique reality of an organization. To conquer this challenge, you must understand the current reality and define where a shift in behaviors will optimize productivity and results.

You must also understand which contextual elements are barriers, and which are enablers, and address those in the design of your culture transformation strategy.

The Eagle's Flight discovery process is developed to do just that. It stimulates the gathering of authentic quantitative and qualitative information that focuses on key areas that provide the necessary information to accurately build your transformation, from the ground up.



Though you may not have considered the discovery process essential to your transformation, ultimately the data collected results in:

- An **accurate understanding** of the current and desired future state within your organization
- **Identified performance and training gaps** that exist between the current reality and the desired results
- A **review of the level and effectiveness** of executive and management support currently received
- **Identified barriers and enablers** to the success of any training and development initiative

## OUR SOLUTION CUSTOMIZED FOR YOU

The data gathered during the discovery is invaluable to the success of the transformation. The customization of a culture transformation builds relevance that is necessary to engage employees and inspire them to change their behaviors despite the demands of their personal accountabilities. Our ability to integrate business relevance, corporate uniqueness, and pragmatic content across a wide range of organizational needs has been repeatedly demonstrated and has been complimented by our clients. At Eagle's Flight, we bring the transformation to life by developing and delivering a customized solution that is explicitly tailored to your organization's goals.

### *Customization options range from:*

- Content selection, adaptation, or creation
- Integrating your current content
- Selection of training approaches and methodologies (e.g. experiential learning, case studies, videos)
- Creation of a unique look, feel, and message for all learning materials
- The appropriate measurements and assessments, including type, timing, frequency, and paper or web-based
- The appropriate retention format, length, and frequency
- The appropriate process for cascading to the next levels in terms of timing and audience
- Contingency plans
- Communication strategy and execution
- Budget requirements



## BUT DON'T TAKE OUR WORD FOR IT

*Recent Eagle's Flight Culture Transformations Include:*



A Global Quick-Service Restaurant trained 15,500+ leaders nationwide to improve customer loyalty through leadership excellence.



A Global Pharmaceutical Company created a culture of safety by training 23,000 employees and leaders worldwide.



A Financial Institution transformed their culture by training 14,500+ employees and leaders to improve employee engagement.



A Major American Airline transformed their culture by enrolling 7,000 leaders in operations through leadership training to drive engagement.

## DELIVERED HOW IT BEST SUITS YOU

After nearly 30 years of perfecting the process, Eagle's Flight is a partner with the experience, the team, and an extensive library of content and training tools, to ensure the most effective facilitation option is matched with your determined solution. Your customized solution will use one, or a combination, of these options:

### 1. Eagle's Flight Facilitates

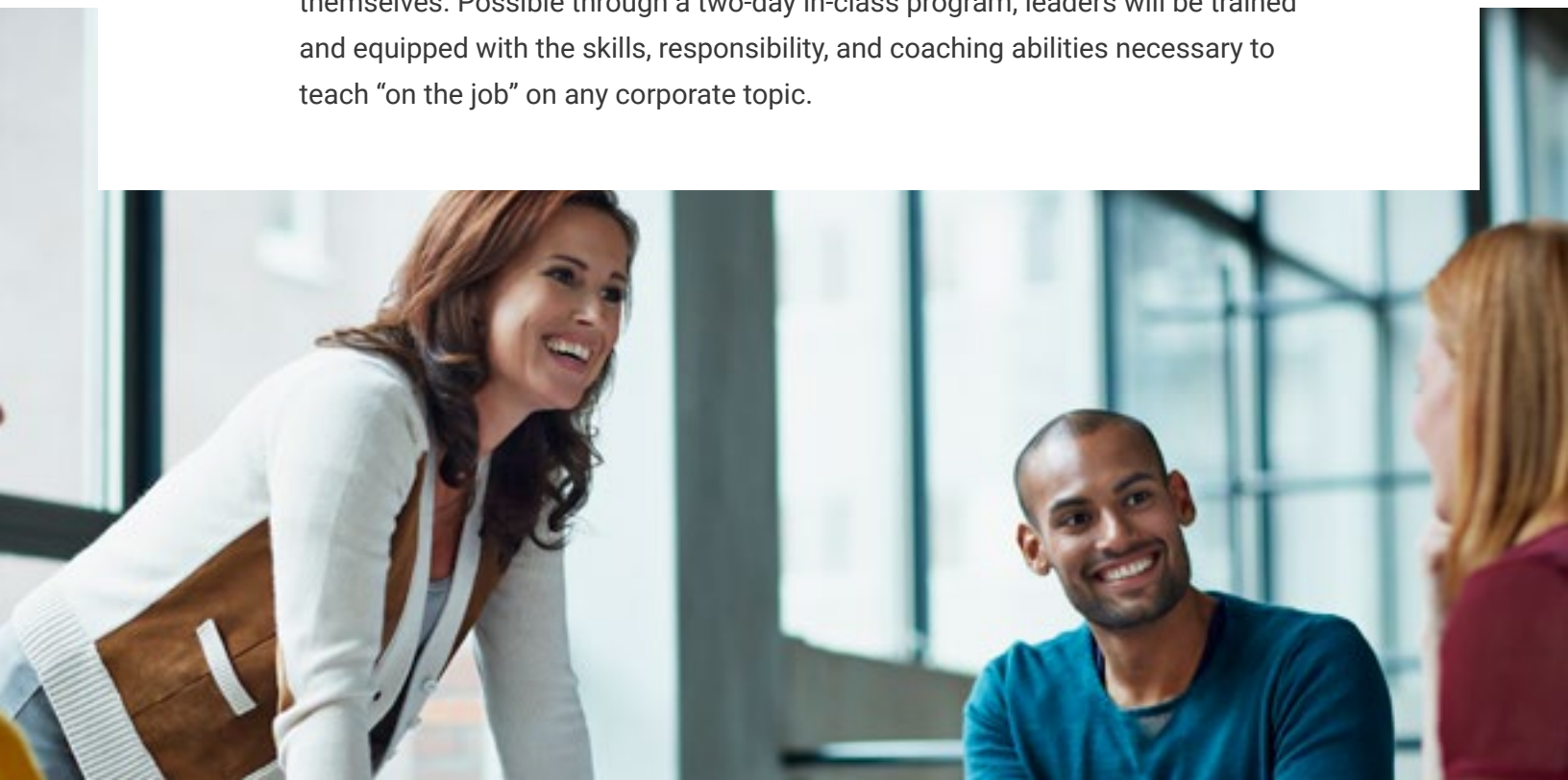
Our world-class team of facilitators is matched to your audience, objectives, and approach. For example, stage-skilled facilitators are matched with high-energy conferences, while our seasoned senior team is best suited to executive training.

### 2. Train-the-Trainer Certification

All Eagle's Flight programs can be delivered by your own in-house training team! Eagle's Flight ensures your team is set up for success once a Master Facilitator Certification is achieved.

### 3. Leaders as Teachers

Specifically customized experiential-based learning kits are provided to key leaders at your organization, allowing them to cascade the content to their teams themselves. Possible through a two-day in-class program, leaders will be trained and equipped with the skills, responsibility, and coaching abilities necessary to teach "on the job" on any corporate topic.



## LEADERSHIP BUY-IN AND SUPPORT

A culture transformation can only truly succeed if leadership is brought in and supports the initiative enough for it to affect even their own behaviors and actions. If they don't, then their teams won't care about the initiative either. That's why enthusiasm and conviction for culture transformation must take a top-down approach. When leadership is supportive and actively involved in the process of a culture transformation, from design to strategy to implementation, it signals to employees that it is a top priority for the company, and then you will capture the hearts of your employees.

Eagle's Flight can also help ensure every level of leadership (from the C-suite to key line managers), is able to demonstrate that they fully embrace and support the transformation by:

- Facilitating meetings between line managers and HR professionals
- Setting the framework for building a robust development plan
- Gathering input in advance and tracking outcomes as the plan is implemented
- Providing highly relevant content, customized as needed

## HOW WE MAKE IT STICK

It's hard to care about something you don't understand. And yet, employees are often introduced to change initiatives with little to no explanation of why it is happening. Employees want and need to know both the "how" and the "why" of the initiative. Not to mention, those who understand "why" training is happening are significantly more open to "how" it will be done. This means it will be easier to engage employees in the transformation and build the conviction needed to change the attitudes, skills, and behaviors of every employee.

### **EXPERIENTIAL LEARNING**

Experiential learning is impactful at all three stages of the competency journey. Every Eagle's Flight culture transformation has an experiential element to maximize the impact of training.

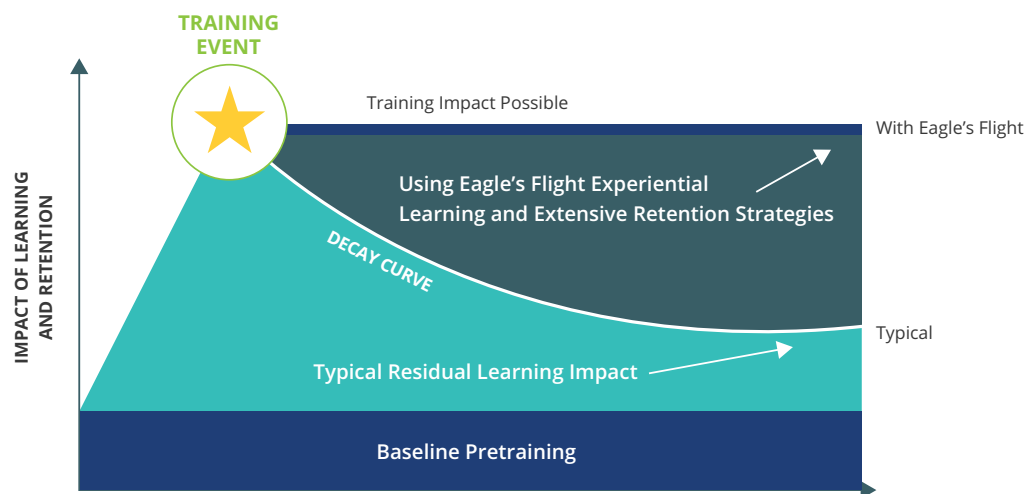




## SUSTAINED, RETAINED, APPLIED—ENSURING LONG-TERM SUCCESS

Like any well-defined goal, the culture transformation training should have a finish line. Once its objectives have been accomplished, that process draws to a close. However, this doesn't guarantee that employees (and leaders) won't initially tend to relapse into their old ways.

As the outside world shifts and evolves, and as new things continue to occur within your organization, employees need to know how to behave in these changing circumstances. An organization's new culture can only be maintained if the new, and now practiced, behavior continues to be a focal point for leadership and HR.



**Measurement and post-class retention minimize the decay curve and maximize the training impact.**

Pride in the results from the transformation and a continued commitment to modeling the new behaviors, and better ways of doing things, are necessary for sustaining the culture until it becomes the new norm. A lot of work will have gone into creating it, and leaders are then responsible for keeping it alive.

Strategies for sustaining the transformation include:

- Digital Reinforcement
- Assessments
- Learner Impact Scorecards

A man and a woman are walking down a modern office staircase. The man, on the right, is wearing a plaid shirt and jeans, and is holding a tablet. The woman, on the left, is wearing a green blazer and light-colored pants. They are both looking at the tablet. The background is a blue-tinted office environment with a glass railing.

## **EAGLE'S FLIGHT** *YOUR PARTNER IN CULTURE TRANSFORMATION*

*Let us help you usher in a powerful and successful culture transformation.*

*Now that you are familiar with our approach, we encourage you to get to know our track record, as we know this is a critical part of achieving your goals for your organization's culture. From there, please feel free to connect with a member of our culture transformation team and get answers to any further questions.*



---

Since our founding in 1988, Eagle's Flight has developed and refined a framework for creating predictable, sustainable behavior change. We specialize in experiential learning and provide organizations with a better outcome by truly engaging the learner. Successful organizational development programs require ongoing work, but this can easily get lost in the shuffle of daily tasks that feel more urgent. Partnering with a provider that has a strong track record of helping organizations achieve long-term measurable change will help ensure that your development goals are met.

If you would like to learn more about what a partnership with Eagle's Flight could look like, contact us today.

**CONNECT TODAY**

Toll-Free North America: 1-800-567-8079 • International: +1-519-767-1747 • [www.eaglesflight.com](http://www.eaglesflight.com)  
Asia Pacific: +65-6805-0668 • Europe: +44-0-175-353-3010 • South America: +55-11-3050-2210