

Overcoming Cultural Barriers

To achieve real results in an IT project, it's critical to expand your focus beyond just technology and process to include organizational and cultural change. These are key to driving user adoption and your ROI.

Why Consider a Value Communication Workshop?

- Align your project stakeholders to a common vision
- Identify communication gaps and areas for improvement
- Develop new ideas to engage your audience
- Create impactful communications
- Validate organizational direction and goals

How Do We Conduct a Value Communication Workshop?

We use communication methodologies that have proven to be effective at breaking through cultural challenges, such as:

▪ **Facilitation**

Every facilitated session has a specific purpose or desired outcome based on your situation. The session guides participants through a series of predefined questions to achieve your desired outcome.

The facilitated session includes the following steps:

- ☐ Situation Assessment: Where are we today?
- ☐ Visioning: Why are we working on this project?
- ☐ Goal Setting: Where do we want to be?
- ☐ Strategy Development: How do we get there?

Value Communication Workshop



- **World Café Methodology**

The World Café is an effective and flexible methodology to help facilitate large group dialogue (typically used for 15+ people). The World Café can be modified to meet a wide variety of needs. Context, vision, purpose, and other factors determine design and question choice.

This process typically consists of 3+ twenty-minute rounds of discussion. The group is separated into 2+ groups, each with one question. At the end of the twenty minutes, the members of each group move to the next round and next question. Each round is prefaced with a question designed for the specific context and purpose of the session.

Individuals are invited to share insights after each round, and these are captured visually.

- **Strategic Visualization**

In most organizations, leadership implements new processes and/or tools, and doesn't take the time to educate employees about why things are changing. As a result, employees often resist these efforts, and the efforts very often fail.

Strategic Visualization is a process of creatively engaging people to work together to develop a "picture" of a vision, plan, and story. It has proven to be an effective marketing tool that stimulates both sides of the brain – the creative right hemisphere and the logical left hemisphere by using graphics, color, and metaphors. It is much easier for groups of people to agree on the vision in a picture than a vision written out in text, so these are very powerful for bringing people together. Strategic visualizations work because they communicate the ideas and reasons behind a change in a thoughtful way.

Value Communication Workshop Specifics

This type of workshop explores the current state of the organization, examining the unique role each team plays in achieving the company's goals, and each team's pain points, strengths, and areas of improvement.

- **Duration**

You'll need to set aside at least 2 hours to get through the basic workshop. We encourage customers to set aside as much time as possible (up to multiple days) depending on the maturity and size of their organizations.

Value Communication Workshop



▪ Methodology

The group will participate in several facilitated activities that require participation from all individuals. All of the activities are interactive and encourage critical thinking. We try to make the activities as fun as possible while still tackling challenging problems. These activities are intended to invoke thought and create conversation.

▪ Who Should Attend?

Attendance will be pre-determined based on the expected impact of the project. The following roles will be considered:

- ☐ Executive Level Leadership
- ☐ Service Optimization
- ☐ Project Lead Process / Service Owners
- ☐ IT Ops Managers/Directors
- ☐ Service Managers/Directors

Anyone else that is heavily involved with the project should also be included.

▪ What Outcomes Should You Expect?

- ☐ An executive briefing outlining the discovery and outcomes of the workshop
- ☐ An overarching message you can use to communicate and align your organization
- ☐ Recommendations that can be used to internally market your vision and goals

Contact a member of our
Communications Team for more
information:



Emily Cook

Communications Manager
ecook@intact-tech.com



Ale Infante

Communications Specialist
ainfante@intact-tech.com