

# Human Synergetics Presents

Dexter Dunphy & Rosalie Fishman  
*The Dynamics of Cultural Transformation:  
 A Workshop for Change Agents*



## March 2007

Today's organisations face major shifts in markets, products, and technologies. These changes can occur simultaneously and unpredictably. The recent research reported in *In Great Company*<sup>1</sup> confirms our belief that an organisation's performance is linked to the capacity of its culture to respond to these changes – particularly the unforeseen changes – in a way that captures new opportunities and resolves emerging problems. Additionally, this research confirms the key role played by change agents in leading and supporting the cultural transformation process.



To further explore how effective change agents work with the transformational process, Dexter Dunphy and Rosalie Fishman are facilitating a one day workshop aimed at those involved in leading and supporting cultural transformation. The goals of the workshop are to:

1. Present and explore the Metacapability Model for Cultural Transformation outlined in *In Great Company*.
2. Review the skills required by change agents in the transformational process.
3. Create opportunities for participants to share their individual experiences of the challenge of influencing cultural change.
4. Build insight and develop change agent skills through experiential learning and applied practice.
5. Apply workshop learnings to participants' ongoing practical work in organisational settings.

We are limiting the workshop to 20 participants. This will let participants fully engage with the experiential and group learning process.

Workshop details are:

<b>Dates:</b>	<b>12<sup>th</sup> March 2007 in Sydney</b> <b>21<sup>st</sup> March 2007 in Melbourne</b>
<b>Cost:</b>	<b>\$1500 per participant</b>
<b>Registration:</b>	<b>Contact Joan Rasmussen on 9271 5901. Venue will be advised on registration</b>
<b>Further Information:</b>	Corinne Canter (02) 9271 5943 or 0407 300 129

<sup>1</sup> Q. Jones, D. Dunphy, R. Fishman, M. Larne, and C. Canter, *In Great Company: Unlocking the Secrets of Cultural Transformation*, Human Synergetics, Sydney, 2006.