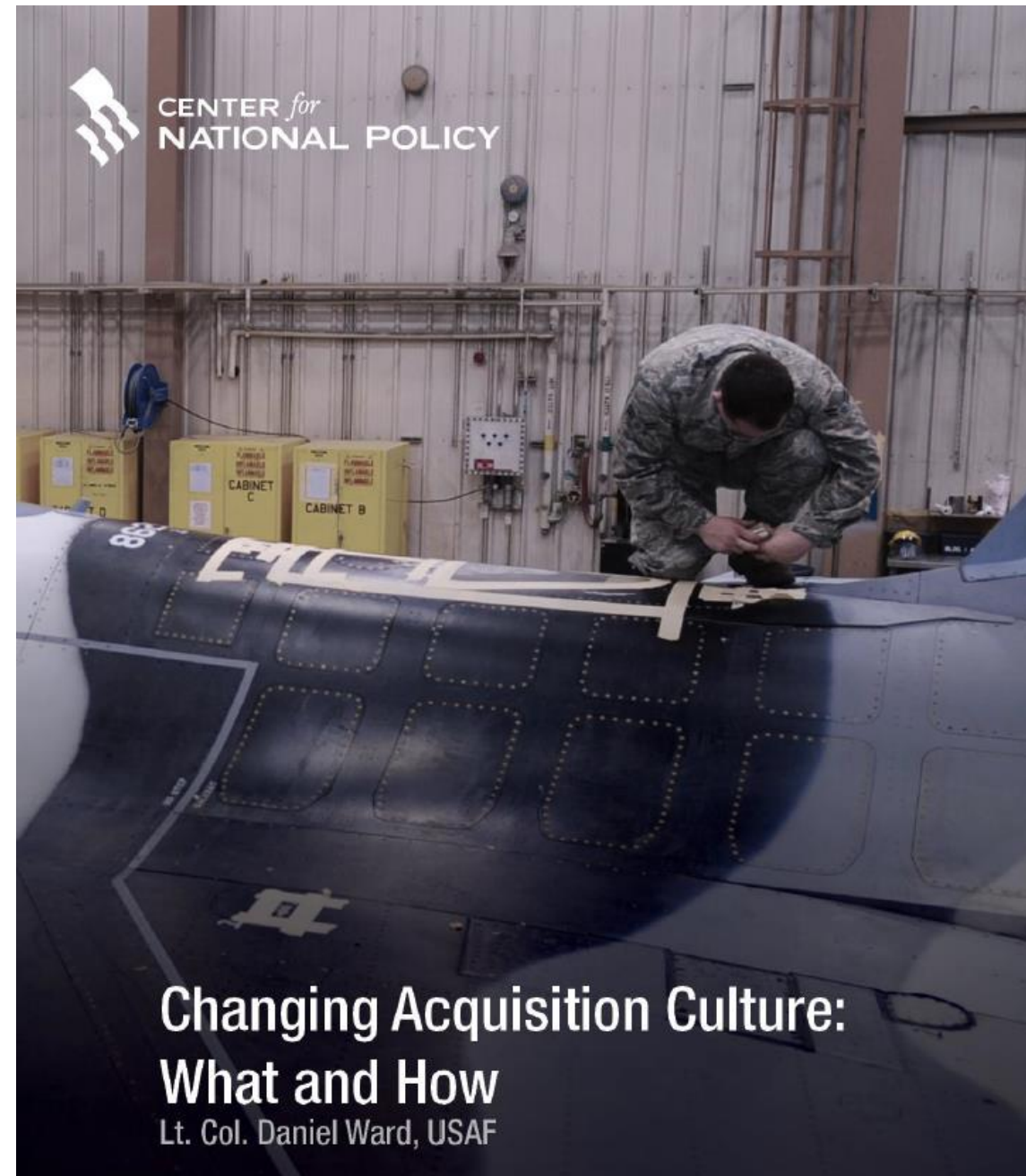


The Influence Channel Model Of Culture Change



“Culture eats strategy for
breakfast, lunch, and dinner.”

- Peter Drucker

CULTURE

CULTURE

CULTURE

CULTURE

CULTURE

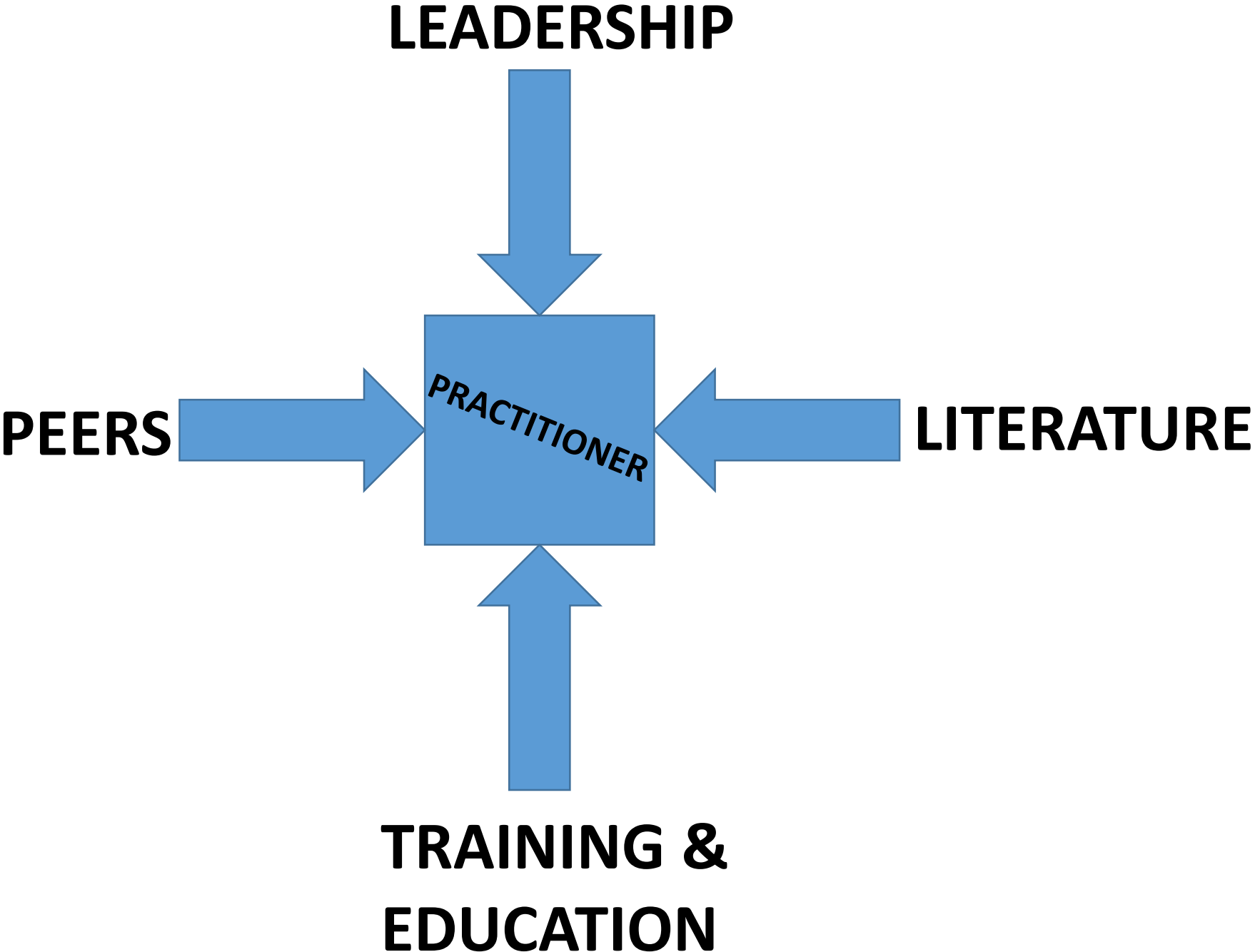
CULTURE

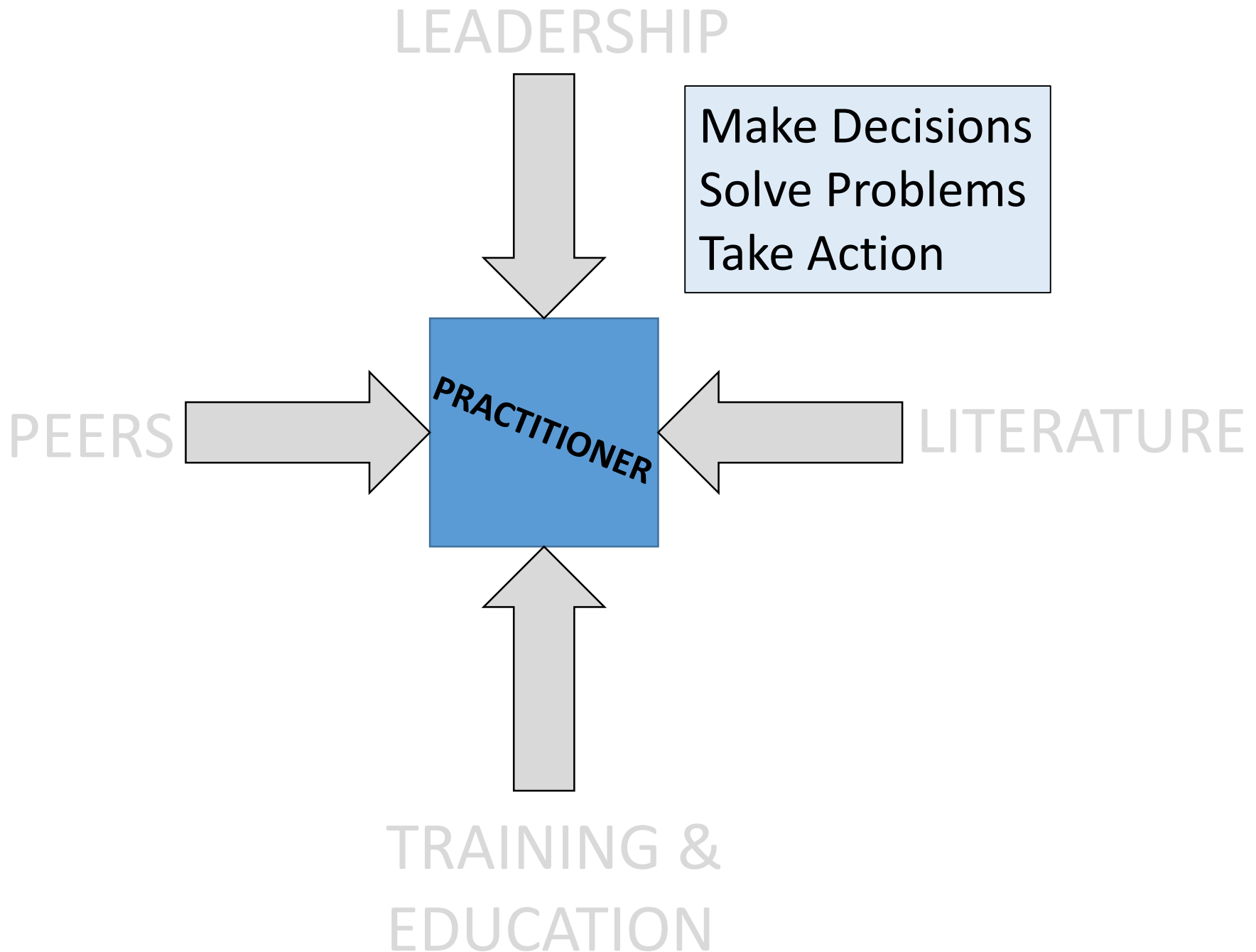
Culture

- Culture, culture, culture
- Culture, culture, culture
- Culture, culture, culture
- Culture, culture, culture
- Culture, culture, culture
- Culture, *culture*, culture
- Culture, culture, culture

Culture

- Culture, culture, culture
- Culture, culture, culture
- Culture, culture, culture
- Culture, culture, culture
- Culture, culture, culture
- *Culture, culture, culture*
- Culture, culture, culture





LEADERSHIP

Make Decisions
Solve Problems
Take Action

PRACTITIONER

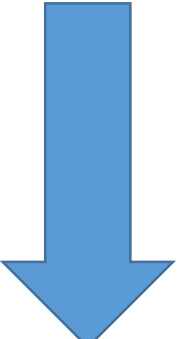
PEERS

LITERATURE

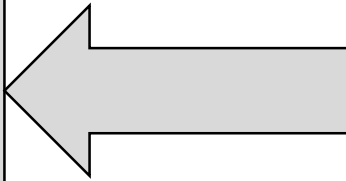
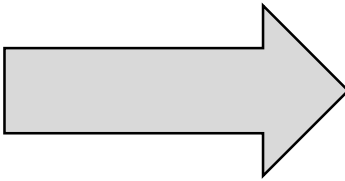
TRAINING &
EDUCATION

LEADERSHIP

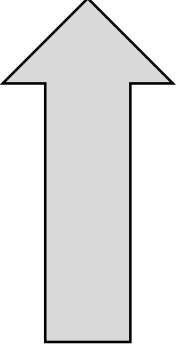
- Metrics
- Messages
- Incentives
- Funding
- Enablers



PEERS

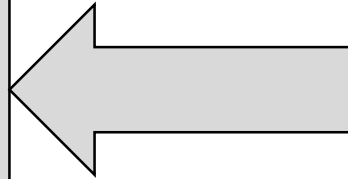
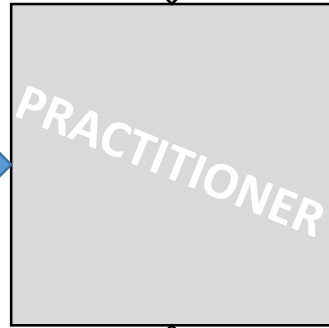
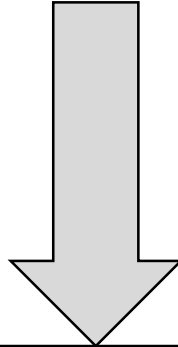


LITERATURE



TRAINING &
EDUCATION

LEADERSHIP

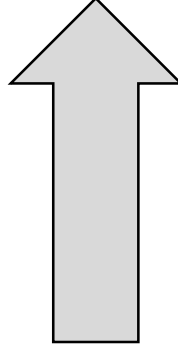


LITERATURE

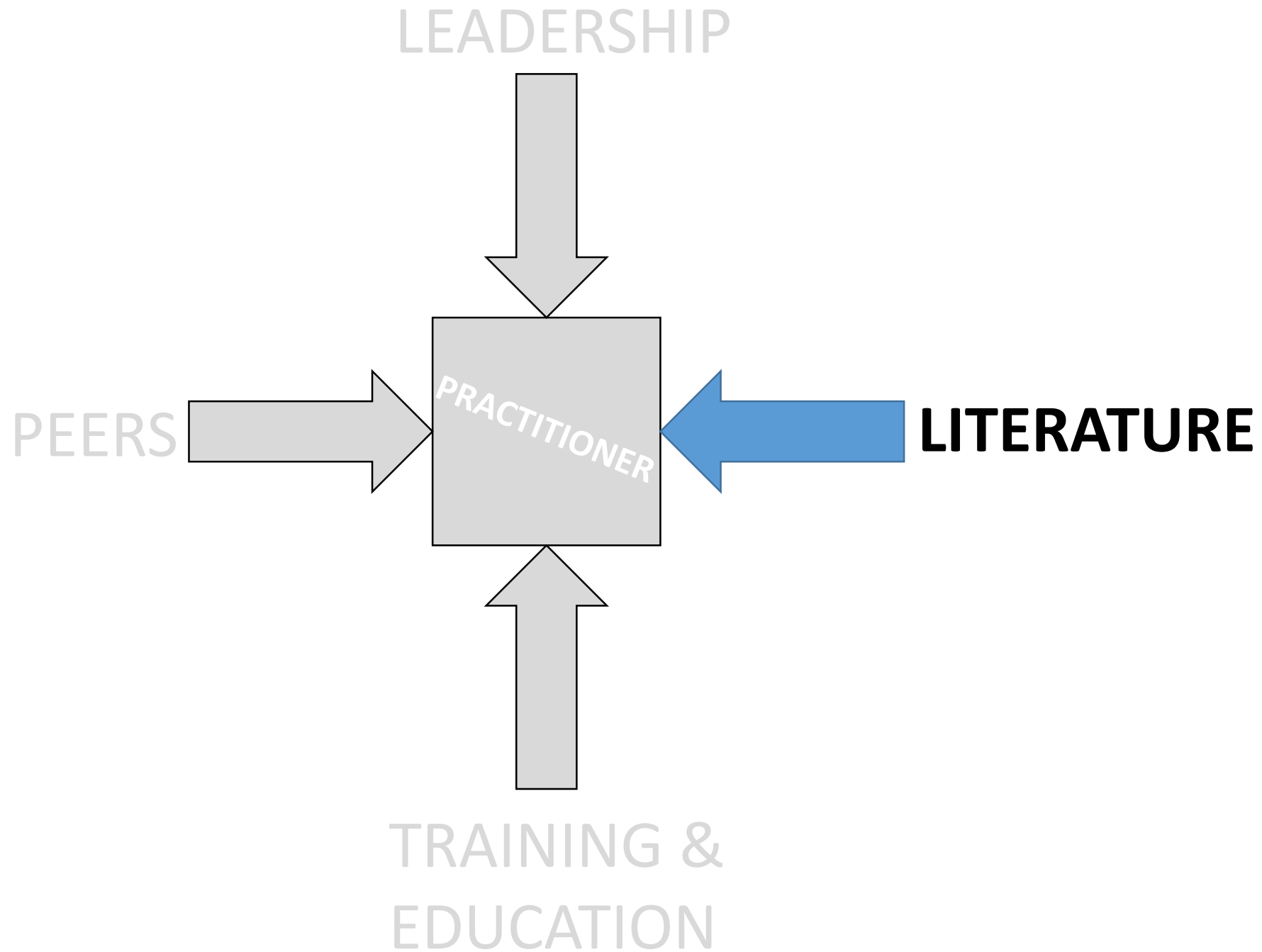
PEERS



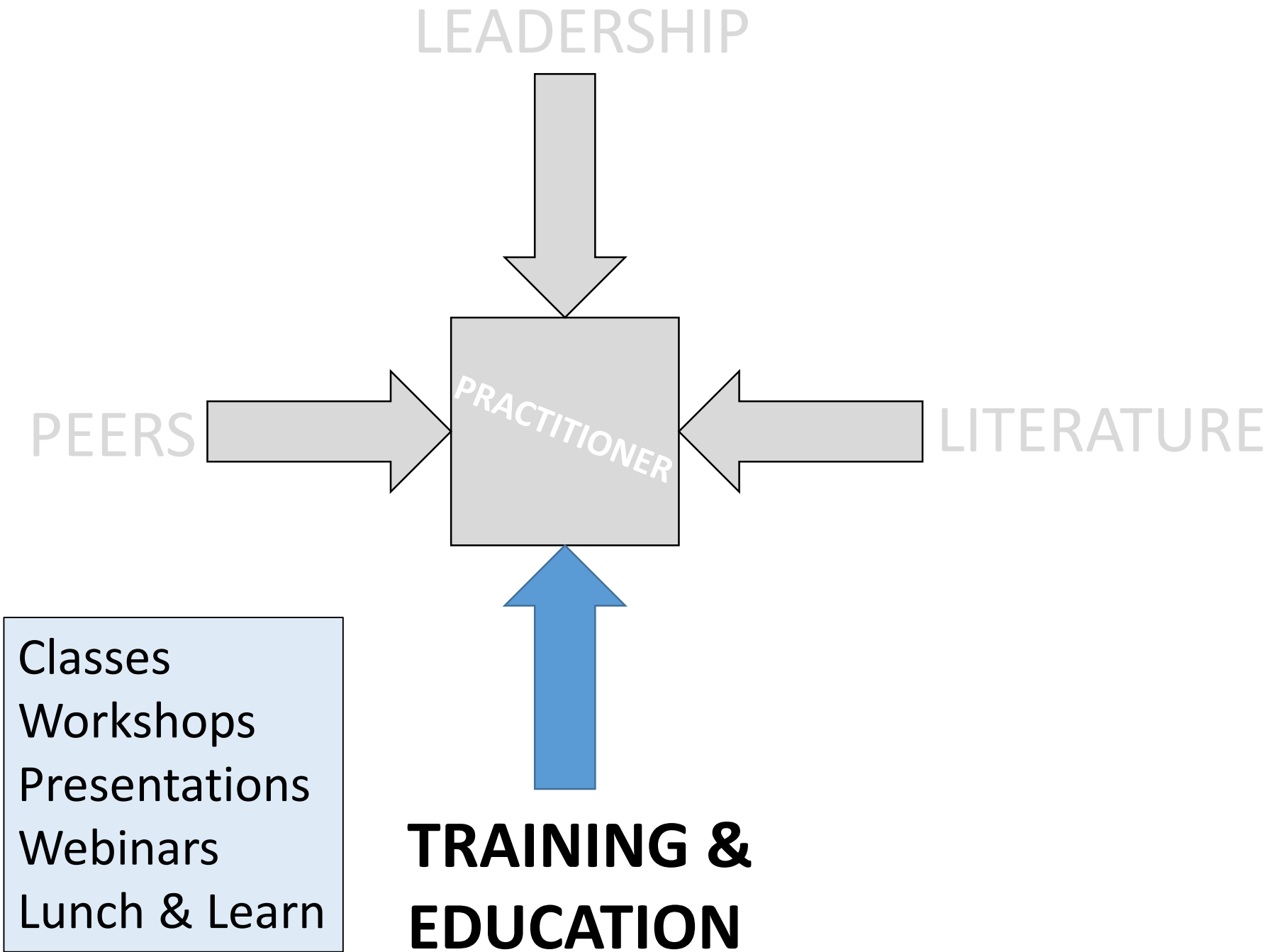
- Networking
- Mentoring
- Best Practices
- Informal Links
- Hallway Conversations

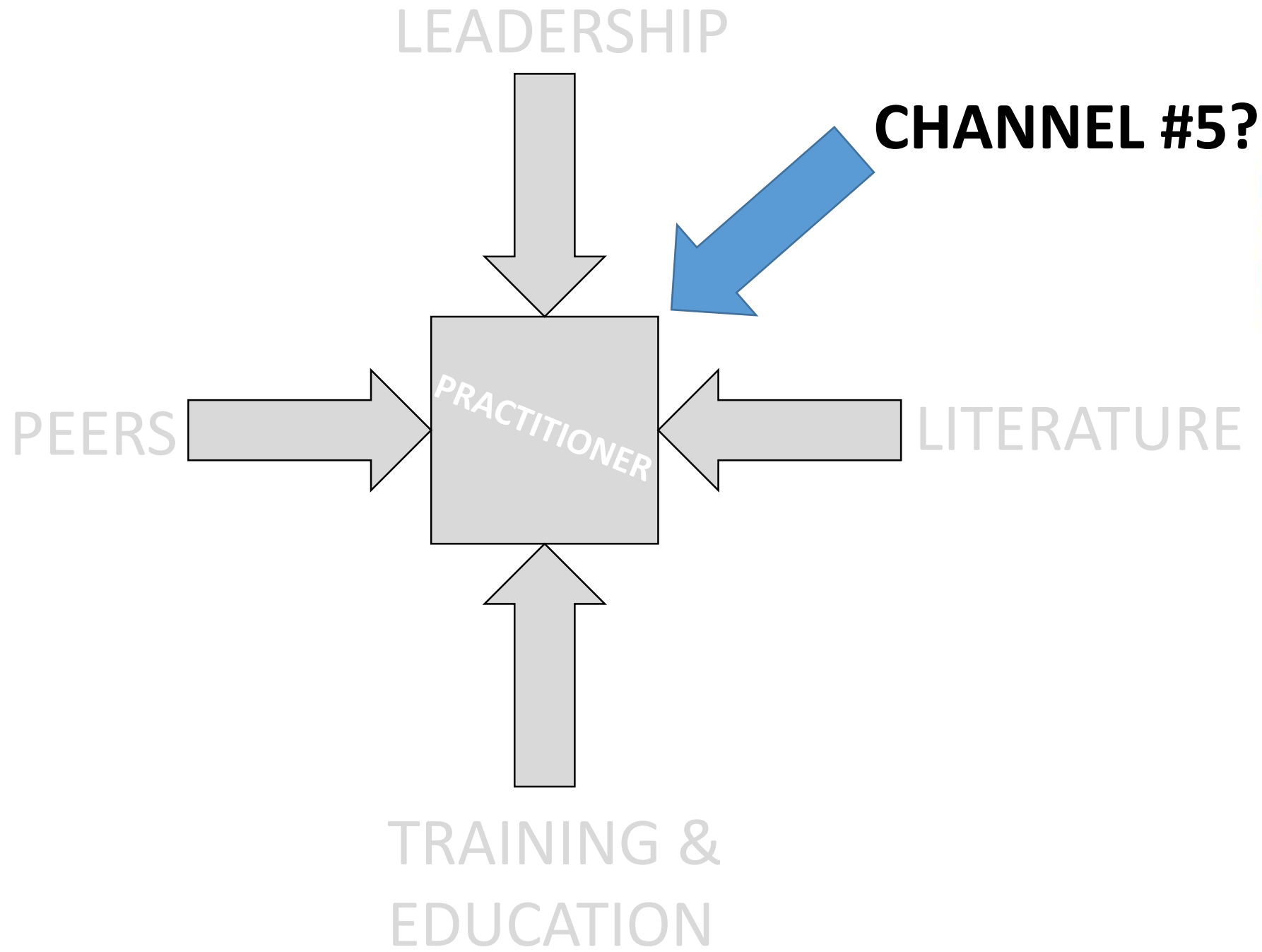


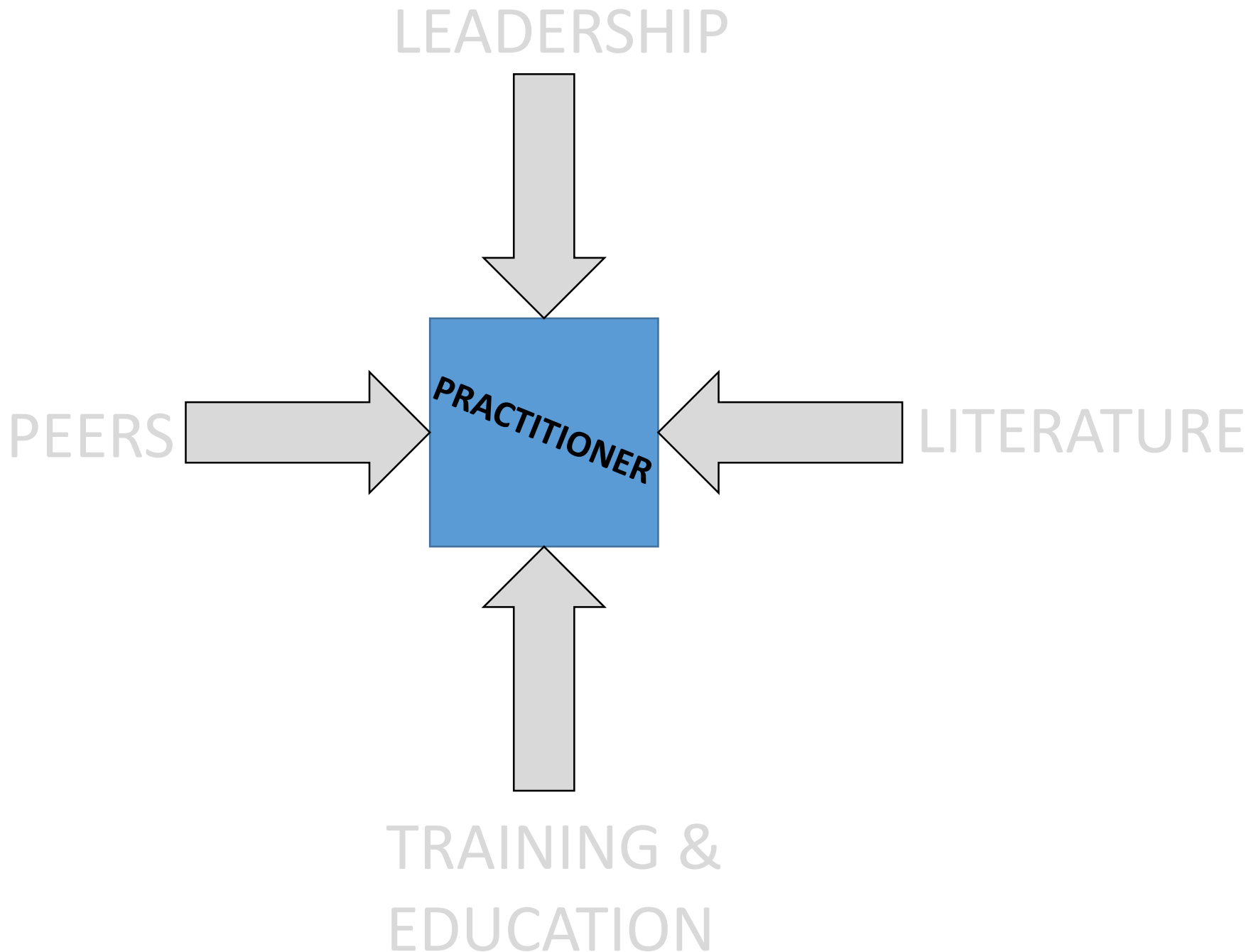
TRAINING &
EDUCATION

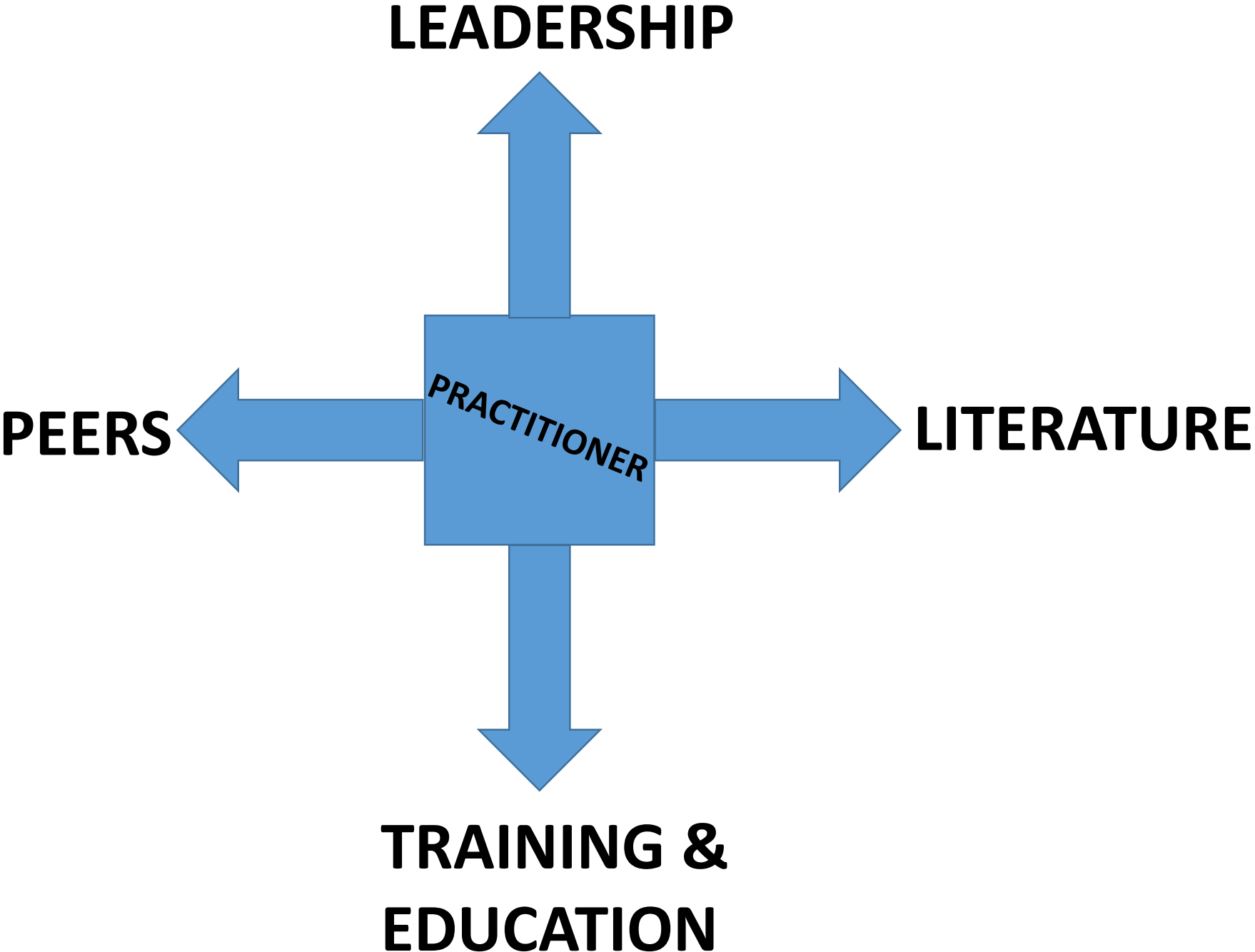


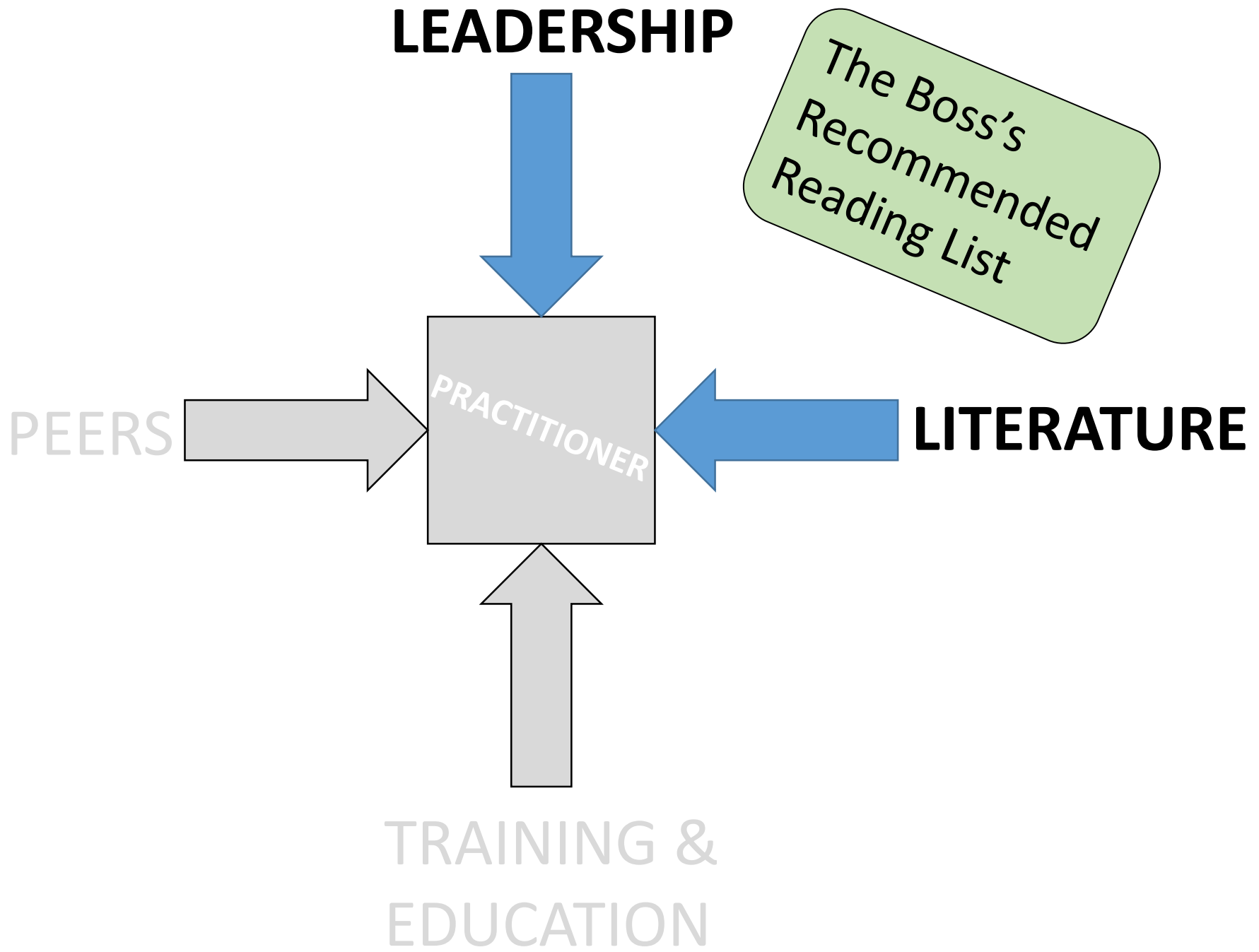
- Books
- Papers
- Articles
- Videos
- Comics
- Blogs
- Tweets
- Memes

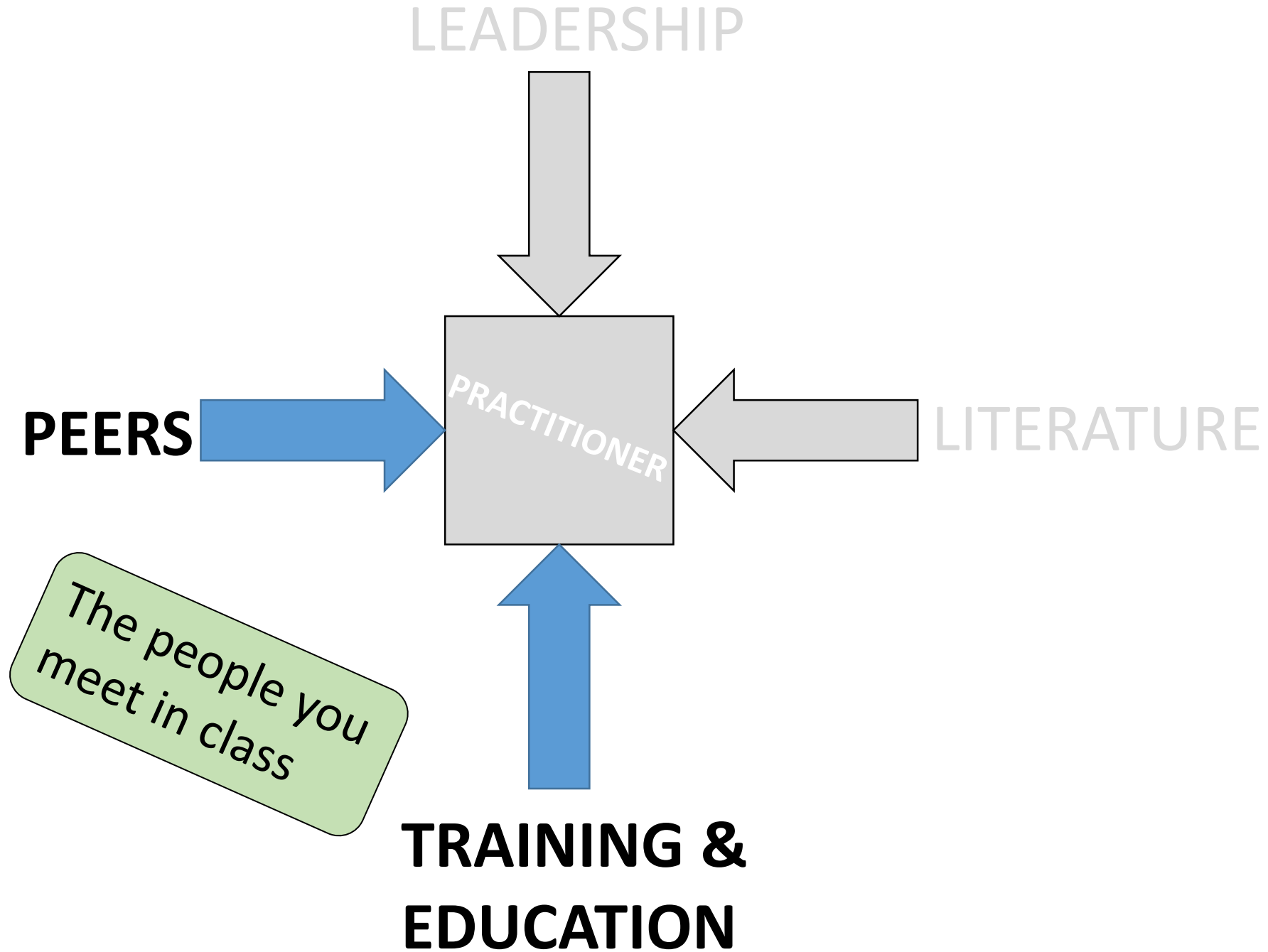




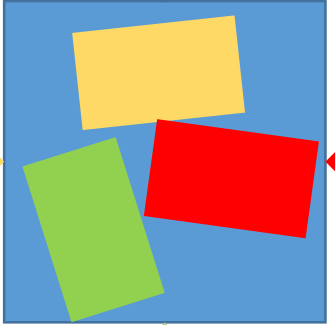
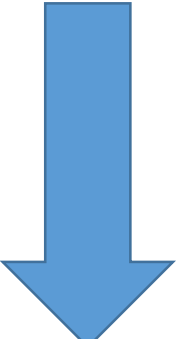








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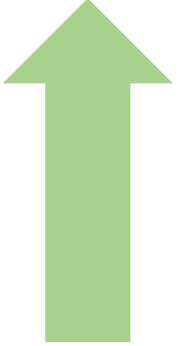
PEERS



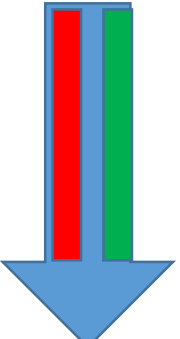
LITERATURE



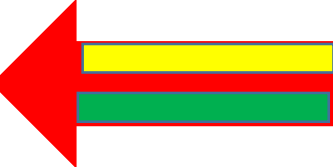
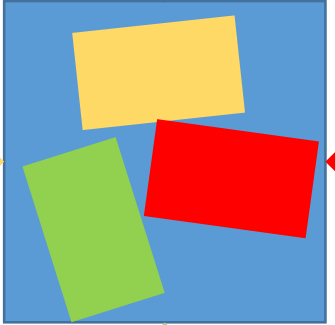
**TRAINING &
EDUCATION**



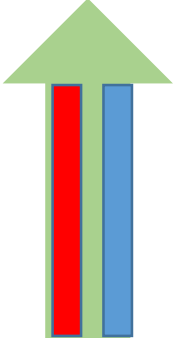
LEADERSHIP



PEERS

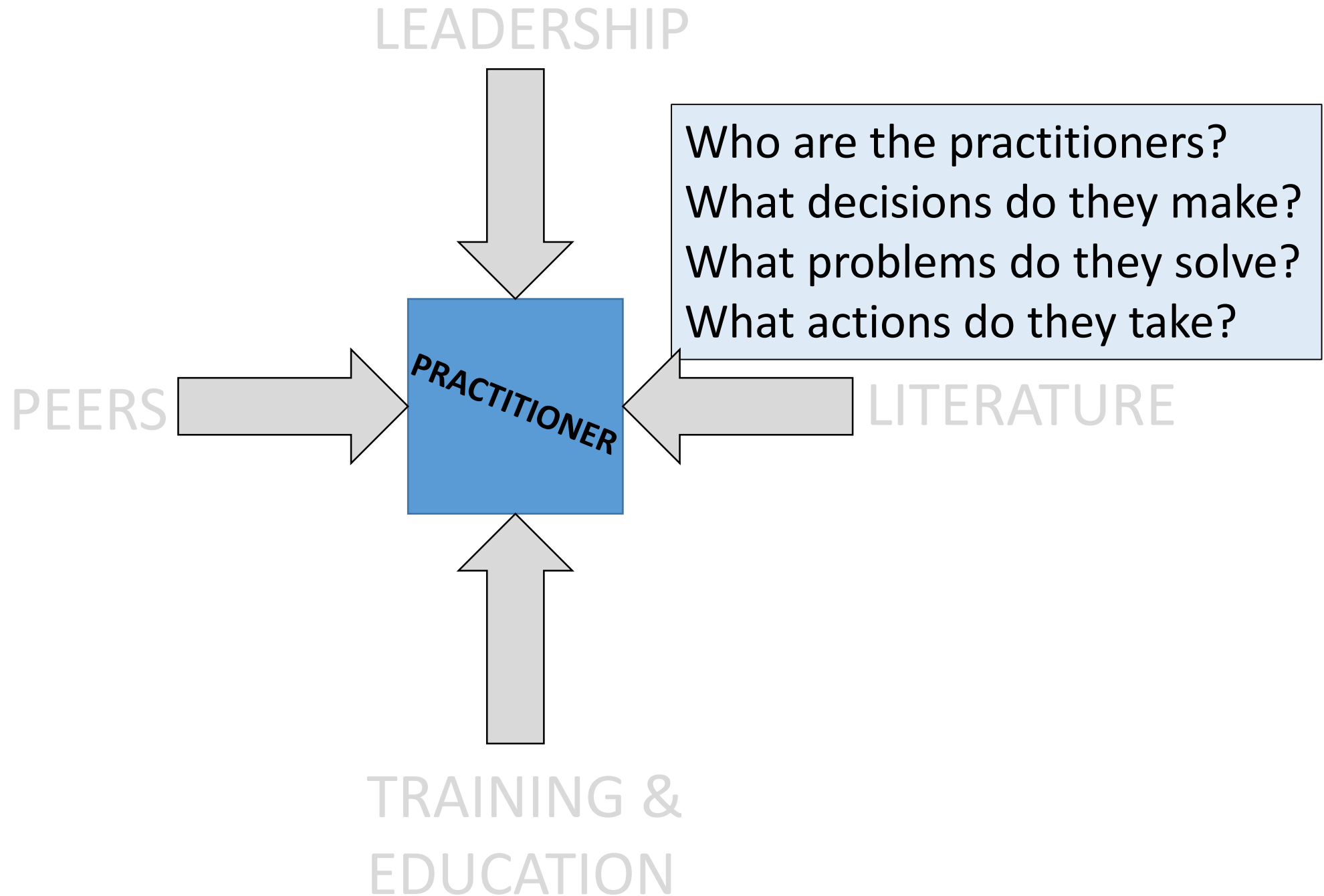


LITERATURE



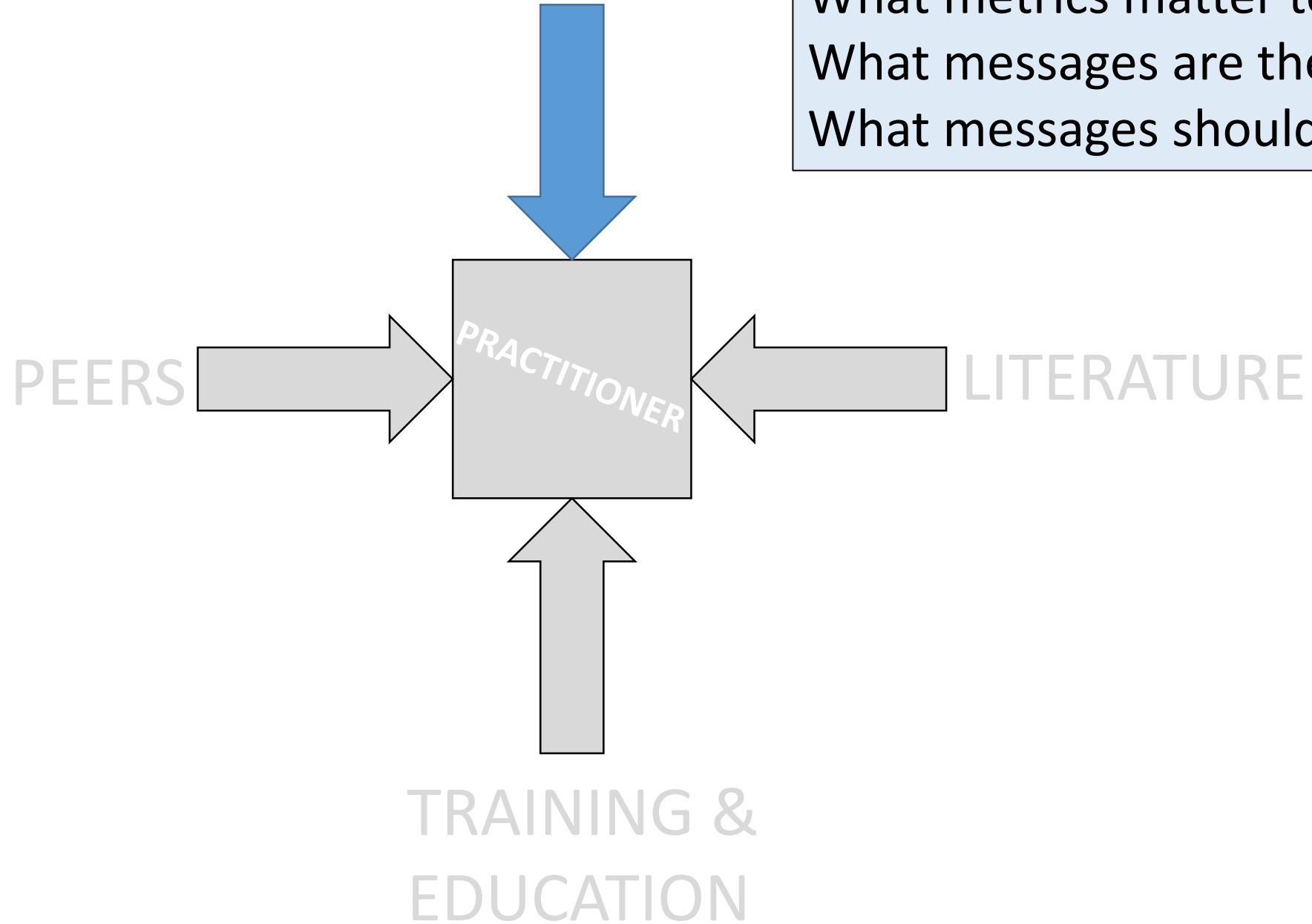
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What's the point?

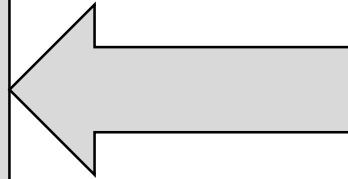
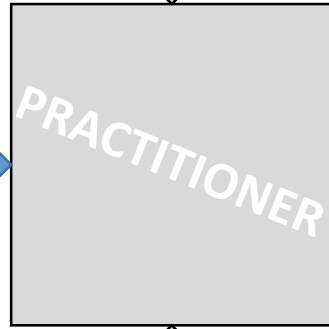
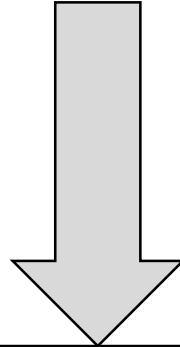


LEADERSHIP

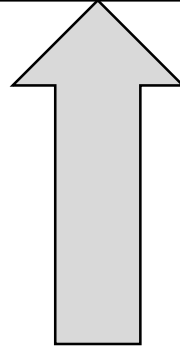
Who are the leaders?
What metrics matter to them?
What messages are they sending?
What messages should they send?



LEADERSHIP



LITERATURE

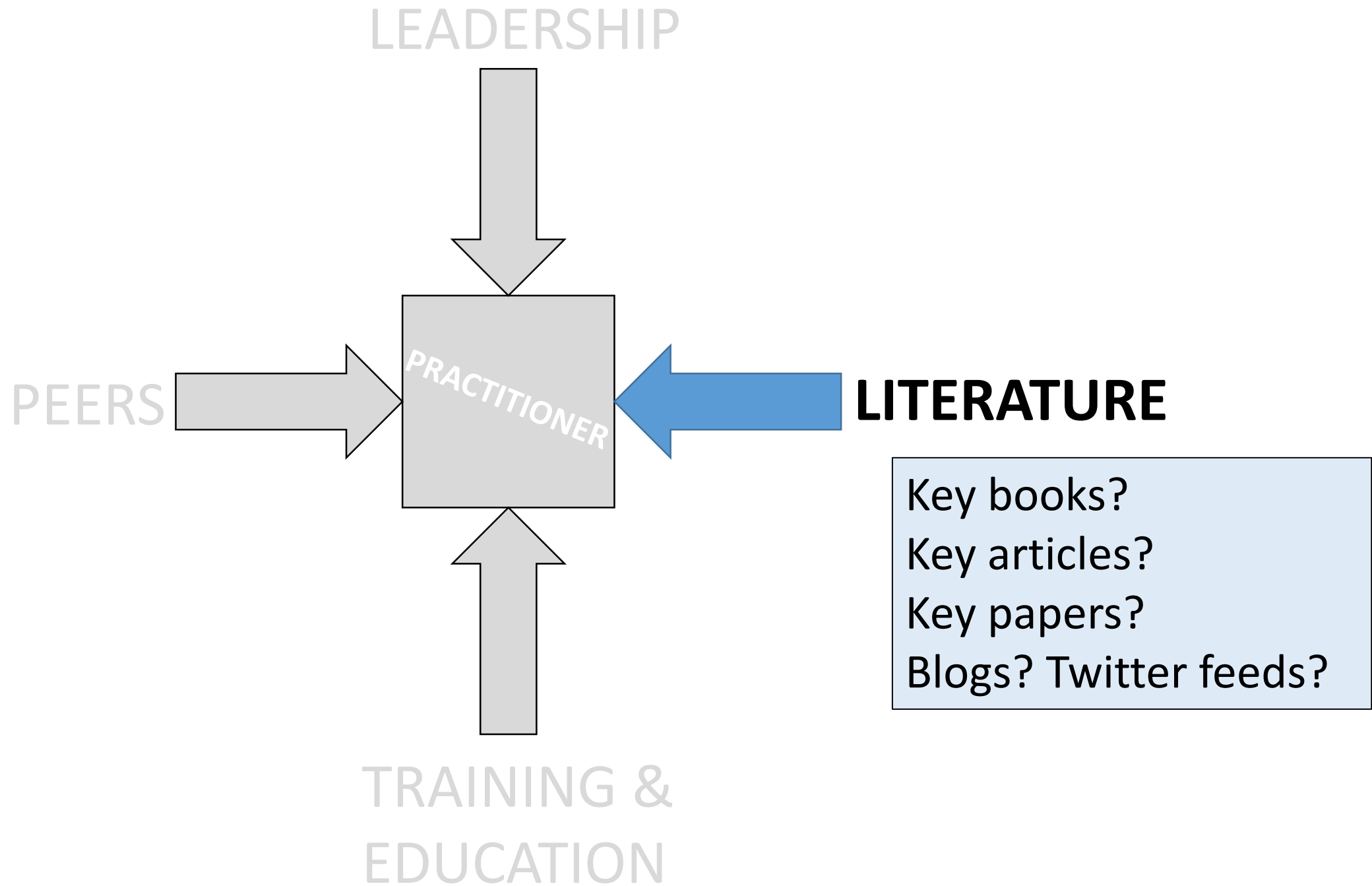


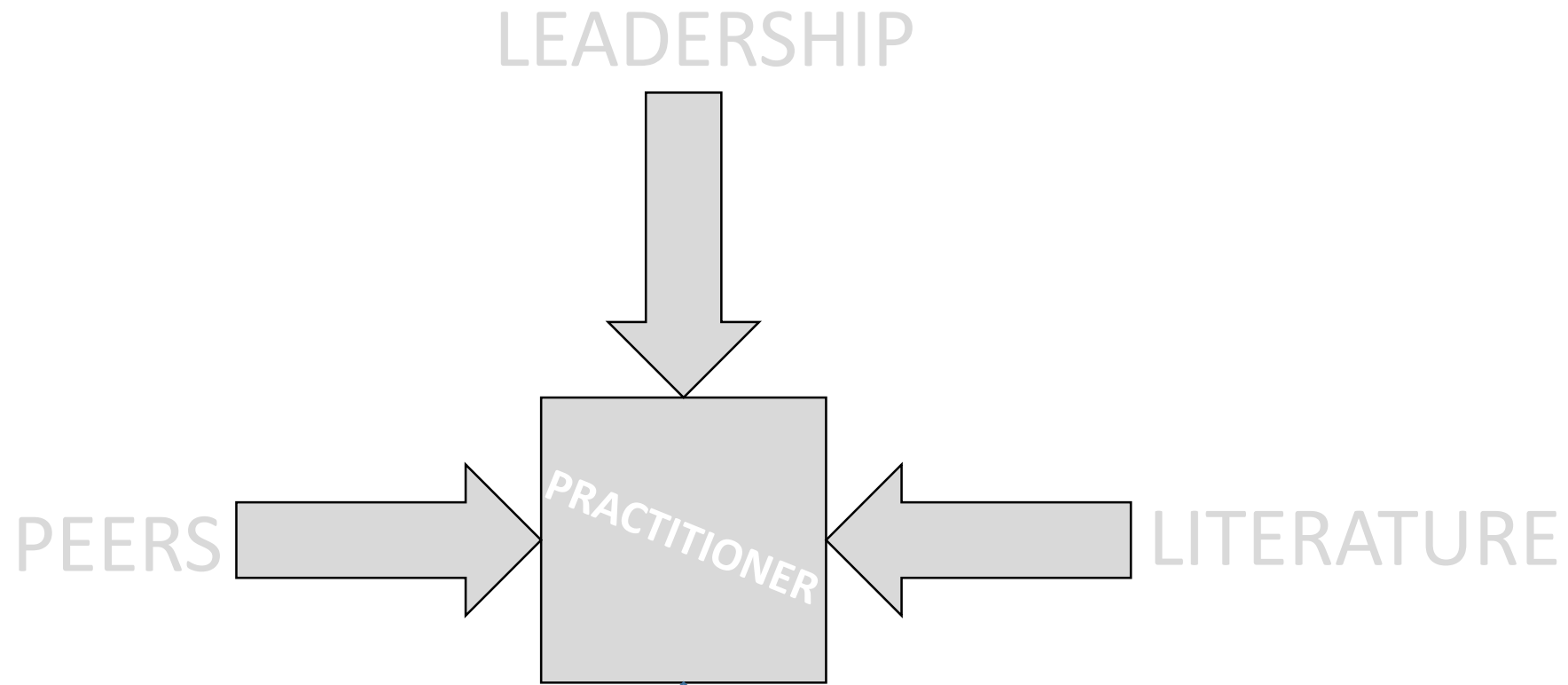
TRAINING &
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PEERS



Map the network
What brings them together?
Competitors? Collaborators?
Other services? Industry?





What skills are needed?
Topics to master?
Where is the schoolhouse?
Courses to give/take?

**TRAINING &
EDUCATION**

