The Influence Channel Model Of Culture Change
“Culture eats strategy for breakfast, lunch, and dinner.”

- Peter Drucker
CULTURE
Culture

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LEADERSHIP

MAKE DECISIONS
SOLVE PROBLEMS
TAKE ACTION

PRACTITIONER

PEERS

LITERATURE

TRAINING & EDUCATION
LEADERSHIP

PEERS

LITERATURE

TRAINING & EDUCATION

Networking
Mentoring
Best Practices
Informal Links
Hallway Conversations
Classes
Workshops
Presentations
Webinars
Lunch & Learn
LEADERSHIP

PEERS

LITERATURE

TRAINING & EDUCATION

PRACTITIONER

CHANNEL #5?
LEADERSHIP

PEERS

LITERATURE

TRAINING & EDUCATION

PRACTITIONER
LEADERSHIP

The Boss’s Recommended Reading List

PEERS

PRACTITIONER

LITERATURE

TRAINING & EDUCATION
LEADERSHIP

PEERS

TRAINING & EDUCATION

PRACTITIONER

LITERATURE

The people you meet in class
What’s the point?
Who are the practitioners?
What decisions do they make?
What problems do they solve?
What actions do they take?
Who are the leaders?
What metrics matter to them?
What messages are they sending?
What messages should they send?
Map the network
What brings them together?
Competitors? Collaborators?
Other services? Industry?

LEADERSHIP

PEERS

PRACTITIONER

LITERATURE

TRAINING & EDUCATION
Key books?
Key articles?
Key papers?
Blogs? Twitter feeds?
What skills are needed?
Topics to master?
Where is the schoolhouse?
Courses to give/take?