

Leading Cultural Initiatives

In times of transformation, growth, or renewal, culture is a powerful lever, and leaders are essential to activating it. Leading Cultural Initiatives is a dynamic offering built around a suite of immersive simulations, designed for those leading the launch, adoption, or reinforcement of cultural priorities. Each program is carefully tailored to reflect the unique values, leadership principles, and cultural context of our clients, ensuring an authentic, relevant, and impactful learning experience. Whether introducing new values, reinforcing leadership principles, or navigating change, participants translate cultural aspirations into daily behaviors. They build skills in strategic communication, navigating resistance, and modeling cultural alignment, becoming authentic champions who turn values into visible, scalable, lasting impact.

The Learning Experience

Leading Cultural Initiatives combines business simulations, peer collaboration, and applied learning to help leaders build both conviction and capability. Grounded in practical leadership tools and your organization's cultural frameworks, these programs enable participants to shape culture from the middle out and the top down.

Participants learn to:

- ▶ Bring values and leadership principles to life in everyday decisions and actions.
- ▶ Communicate culture with clarity, empathy, and credibility.
- ▶ Navigate resistance and guide others through ambiguity and change.
- ▶ Coach peers and team members to align behavior with cultural goals.
- ▶ Scale their influence to sustain cultural transformation across teams/functions.

Leading Cultural Initiatives Simulations

The Leading Cultural Initiatives offering features a collection of customizable simulations that explore the intersection of leadership and culture. Participants take on realistic leadership roles where they must balance performance, stakeholder expectations, and cultural alignment.

- ▶ In **Cultural Stewardship at Scale**, participants lead within a growing global enterprise, navigating leadership trade-offs while reinforcing shared values and fostering inclusion. Through role plays and comparative debriefs, they experience the impact of coaching, communication, and cultural modeling at scale.
- ▶ In **Bringing Leadership Principles to Life**, leaders participate in a focused simulation that illustrates how operationalizing leadership principles strengthens execution, team performance, and long-term outcomes.
- ▶ Other simulation experiences, such as the **Leadership Summit Experience** or **Inclusive Leadership**, can be integrated to reflect specific cultural goals or organizational priorities.

Participants work in teams to:

- ▶ Practice cultural decision-making in real time.
- ▶ Lead and coach others through complex interpersonal and strategic scenarios.
- ▶ Reflect on personal leadership impact and behavioral alignment.



Target Audience

Leaders responsible for launching or sustaining culture during growth, transformation, or renewal—typically senior, functional, or initiative leaders expected to model and reinforce values



Desired Outcomes

This offering builds the capabilities to:

- Translate cultural priorities into consistent leadership actions
- Align decisions and behaviors with shared values
- Communicate purpose and scale influence to embed culture across the organization



Logistics

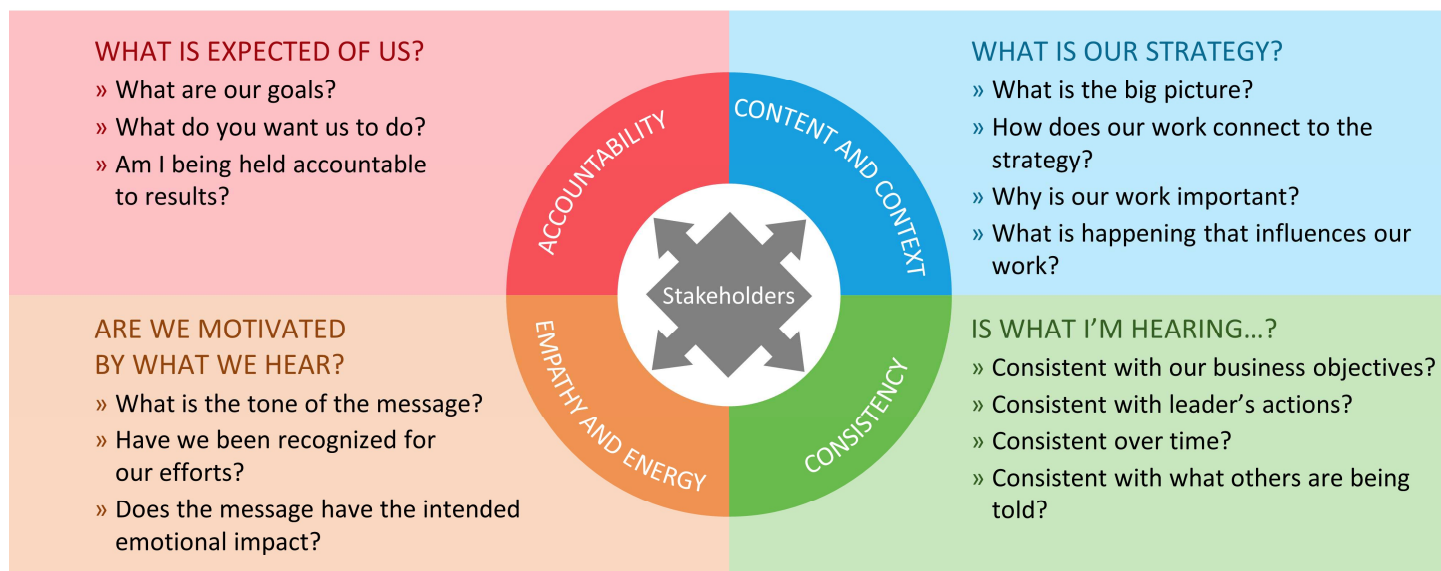
- Virtual, in-person, or hybrid delivery
- Scalable for multiple cohorts and global reach



Featured Content

Leading Cultural Initiatives can be customized to your organization's unique values, leadership principles, and cultural framework. Content overlays may include leadership storytelling, culture cascades, inclusive leadership tools, or behavior-based coaching.

This offering leverages our Strategic Communication Model™, a core framework used across many of our simulations. This model helps leaders think intentionally about how they communicate expectations, convey strategic context, and align tone, message, and actions to build trust and clarity. While communication is critical in all leadership, it's especially essential when shaping culture, where leaders must connect emotionally, set direction, and reinforce values consistently.



Sample Program Agenda

While formats are flexible to meet different needs, a typical three-day Leading Cultural Initiatives program blends an engaging simulation, leadership interaction, and applied learning.

- **Day 1** centers on protecting culture through growth, featuring executive insights, the launch of the simulation, and peer learning circles focused on aligning leadership behaviors with cultural goals.
- **Day 2** emphasizes scaling leadership impact. Participants engage in simulation rounds, explore trade-offs in business decisions, and take part in role plays and coaching focused on modeling culture.
- On **Day 3**, the focus shifts to driving performance through culture, with final simulation decisions, additional role plays on stakeholder engagement, and action planning to reinforce leadership commitments.

Why It Matters

Culture thrives through leadership. When leaders align actions with values and model shared principles, culture becomes a catalyst for performance, belonging, and strategic success.

The Leading Cultural Initiatives offering empowers leaders to turn intention into impact, making culture visible, scalable, and enduring.