



The Culture
Factor
| CANADA

THE ORGANIZATIONAL CULTURE

CERTIFICATION PROGRAM

[OPEN NOMINATION]

Organizational Culture as a tool of management and change

Ivey Spencer Leadership Centre
London, Ontario, Canada
30 September – 3 October, 2024

FROM STRATEGY TO CULTURE

Culture is at the heart of every Organization, yet it is often forgotten. We define Organizational Culture as

“how members of an Organization relate to each other, their work and the outside world compared to other Organizations.”

Organizational Culture can either enable or hinder an Organization’s strategy. This certification program will fully equip you to align the culture of your Organization (or your client’s Organization) with strategy, helping them to achieve their goals quicker, easier and more effectively.

PROGRAM DESIGN

This intensive certification program is designed for professionals (including directors, managers and consultants) interested in using Organizational Culture as a tool for management and change.

You will leave the course knowing how to:

- use the Multi-Focus Model™ to analyze the culture of an Organization;
- run Organizational Culture Scans;
- conduct Organizational Culture and Strategy Workshops; and
- guide your clients to identifying their Optimal Culture.

The expected time commitment for this program is up to 32 hours of live classroom sessions and 40 hours of personal work, including completing homework assigned before and after the live sessions.

COURSE FEATURES

This course is a 5-part program that entails:



Pre-course
e-learning



4 days in class
(live sessions)



Real-life Culture
Measurement for a
selected Organization



Post-course
webinar



One-to-One
Coaching
sessions

SPECIAL NOTE ON

OUR ORGANIZATIONAL CULTURE CERTIFICATION COURSES IN CANADA



The Culture Factor Group arranges Organizational Culture (OC) Certification courses in different countries. Some programs are online only, and others combine online exercises with live classroom sessions. We are now extending these programs to Canada to enable participants who live in or intend to visit the country to access our programs.

The Canada OC course has the same content, quality, and study hours as the global programs. However, we have tailored the program's schedule, case study examples, and fees to suit the needs of business leaders, managers, and consultants in or serving the Canadian market.

If you want to participate in any of our courses, please contact info@theculturefactor.ca for more information.

2024 CANADA COURSE DATES

London, Ontario

Sep 30 – Oct 3

Montréal, Québec

Nov 11-15 (en français)

YOUR CERTIFICATION JOURNEY



KEY LEARNING MODULES

1. Kick-Off and Introduction

- Get to know your trainers and fellow participants
- Introduction to the program

2. The Theory

- Understand the link between Organizational Culture and business strategy
- Get to know the Multi-Focus Model

3. Measuring and Organization (the Scan)

- Learn how to prepare, set up, and run an Organizational Culture Scan

4. Culture and Strategy

- Learn how to prepare, structure and deliver the Workshop(s) where Optimal Culture is defined

5. Debriefing the Organizational Culture Report

- Learn how to read and analyze the data in the reports available to you
- Learn how to prepare, structure, and deliver the Workshop(s) where you analyze the gaps between Optimal Culture and Actual Culture

6. Indirect Change

- Learn how to set up a change strategy
- Learn how to interpret and use the tools for Indirect Change
- Learn how to prepare, structure, and deliver the Workshop(s) where the change strategy is set up

7. Leadership and Direct Change

- Learn how to utilize Direct Change in the change strategy
- Learn when and how the Executive Match™ can be used and applied

8. Reflections and Q&A

- A voluntary Q&A session following the main program

9. One-to-one Coaching

- Review your progress
- Identify potential challenges, ways to overcome them and newly learned opportunities

What are the dimensions of Organizational Culture?
What is the best Organizational Culture to aim for?
What are the different types of Organizational Culture?

ABOUT THE ORGANIZATIONAL CULTURE SCAN*

The measurement of an Organization of your choice will follow these steps:

Step 1

Define the target of the project

Define subcultures and groups
(the registration fee includes the license for one group;
a second registration from the same organization allows for a sub-group).

Step 2

Data collection or Defining the Actual Culture

This step includes questionnaires about the Organization's environment.
The Actual Culture is the basis for measurement.

Step 3

Optimal Culture

The Organization's management will define the "Optimal Culture Scores" with your support. The Optimal Culture is the Organizational culture which best supports the Organization's strategy.

Step 4

Gap analysis

Based on the analysis, priorities among the gaps between Optimal and Actual Culture are identified. Management decides how the Organization will continue with the change process.

Step 5

The transformation process

Includes application of the change tools.

*The license for an Organizational Culture Scan to measure the culture of one group is included as part of the course fees. Sample reports will be provided for additional tools, including the Executive Match™. Participants may purchase additional tool licenses if needed.

YOUR DIGITAL BADGE AND CERTIFICATE

Certified Practitioner in Organizational Culture!

After completing the certification program, you will receive a certificate and digital badge. You can access The Culture Factor's Organizational Culture tools as a certified practitioner.

We could also include you in our pool of consultants for projects in Canada and beyond, with organizational permission where necessary.



THE REGISTRATION PROCESS

You are officially registered for the certification program once the payment has been received, and the certification contract signed.

You can register for the Canada Organizational Culture certification program by sending a request for payment link or invoice to Canada@theculturefactor.com

Level	Price
Course Program <ul style="list-style-type: none"> • 4 Day Course • 3 Night Stay with Lunch and Dinner • 1 Organizational Culture Scan license • Online learning access for 60 days 	CAD 5,449* +HST

*Introductory pricing includes a 3-night stay at Ivey Spencer Leadership Centre and will not be repeated at this price. It is an introductory offer to the Canadian marketplace. Regular pricing will be CAD \$6,995 +HST plus in-residence fees as applicable.

Ivey Spencer Leadership Centre



Located within a Georgian manor amidst 30 acres of meticulously landscaped parkland, Ivey's residential executive centre is minutes from Western University and the prestigious Ivey Business School.

The centre boasts 125 well-appointed guest suites and an impressive 14,000 square feet of event space featuring three amphitheatres. Additionally, it offers cycling and hiking trails, a fitness centre, a game room, a high-ropes team-building course which we will not be using.

For more than 30 years, Ivey Spencer Leadership Centre has been the destination for inspired events. Managed by the Wyndham Group, the centre is ideal for meetings, events, and cozy guest accommodations. At the Ivey Spencer Leadership Centre, expect a unique experience to invigorate the mind, body, and soul.

Our course is designed as a residential program. We shall provide participants accommodation and lunch / dinner meals, snacks and Wi-Fi on the property as part of your course fees.



YOUR FACILITATORS



DR OKEY OKERE

Managing Partner, [The Culture Factor Africa](#)
VP, [The Culture Factor Canada](#)

Okey Okere is an experienced Knowledge Services Professional with over 25 years of experience. His Management Consulting experience includes Intercultural Management, Organizational Culture, Business Analysis, Strategy, Finance, Credit/Risk Analysis **and** Investment Research & Advisory work.

Okey has assisted several clients in identifying and implementing winning strategies for sustainable growth, using such tools as the Business Model Canvas (BMC) and Blue Ocean Strategy.

He has also provided organizational development services using the tools of The Culture Factor to help businesses understand their current culture, explore ways to shape and align it with their strategies, and integrate and strengthen their teams to achieve results.

In his capacity as a valued resource with The Culture Factor Group, he has delivered consulting interventions and training in various countries across different continents.



SCOTT MALTBY

Senior Consultant, [ENGAGE HR™](#)
VP, [The Culture Factor Canada](#)

Scott is a seasoned professional with three decades of experience in coaching, training, consulting, and facilitating learning. His expertise spans various industries and countries, including Hong Kong, Korea, the U.K., Japan, and Canada. Employing empathic listening, thought-provoking questioning, and insightful observation, Scott aids clients in achieving better learning, growth, and performance.

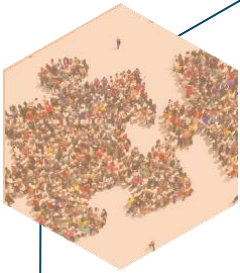
He has held significant roles, including as Director of McGill University's MBA Japan program.

His focus areas include leadership, management, organizational development, culture, change, negotiations, and conflict management. Scott holds an MBA from McGill University and a BA in Economics from the University of Western Ontario. He is certified in NLP, CENTACS big five-factor personality consulting, The Leadership Circle Profile coaching and Organizational Culture of course.

OUR EXPERTISE - AT YOUR SERVICE

The Culture Factor has spent nearly 40 years helping some of the world's largest Organizations transform their intercultural and Organizational challenges into business success stories and translating academic research into powerful action.

We offer high-quality expert services and solutions in the field of culture and management based on academic research and a wealth of practical experience.



UNIQUENESS

The only Organization offering a combination of Organizational and National Culture expertise.



WORLDWIDE

A worldwide network of expert consultants blend their knowledge with deep human insights; each brings wisdom borne of experience and skilled cultural observation.



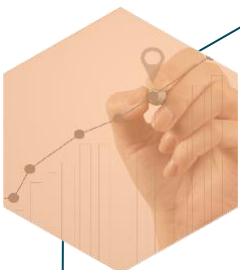
EFFICIENCY

Unique expertise in translating scientific knowledge into applicable and concrete business solutions.



FLEXIBILITY

Your reality first! Powerful, tailor-made solutions to unleash transformative change.



RELIABILITY

Anchored in rigorous academic theory, our data-driven analysis pinpoints the role and scope of culture in your Organization's success.



SENIORITY

A European headquartered organization, founded in 1985. We have worked with some of the world's largest organizations, and numerous others.

THE CULTURE FACTOR GROUP

WE MAKE EMOTIONS AND PRACTICES TANGIBLE



Since 1985, The Culture Factor Group (previously known as Hofstede Insights) has been helping some of the world's largest Organizations transform their **Intercultural** and **Organizational challenges** into **business success stories** by translating academic research into powerful actions.



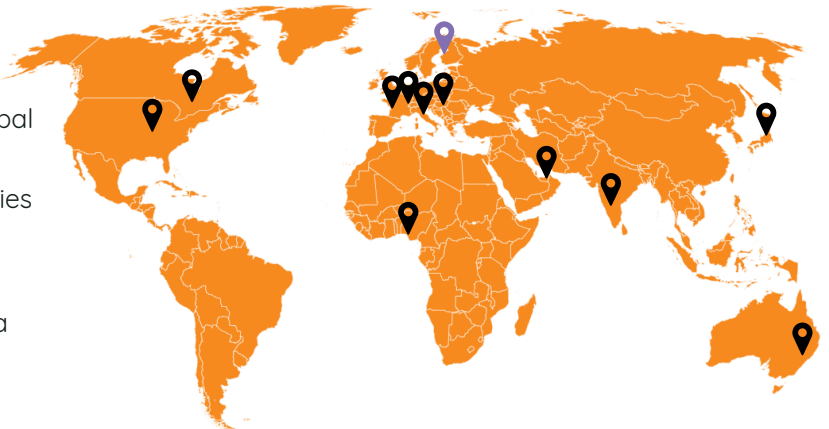
A Culture & Strategy Advisory and Analytics Organization



A core team of data technicians and communication professionals, and a global network of expert facilitators from 82 nations, living and working in 60+ countries



HQ, Helsinki Finland
Regional Hub Offices - including Canada



WHAT WE DO

ORGANIZATIONAL CULTURE



INTERCULTURAL MANAGEMENT



CONSUMER CULTURE INTELLIGENCE



RESEARCH DATA ANALYSIS TRAINING





The Culture Factor | CANADA

Consulting | Coaching | Certification | Tools

Learn more: www.theculturefactor.ca
Contact us: info@theculturefactor.ca