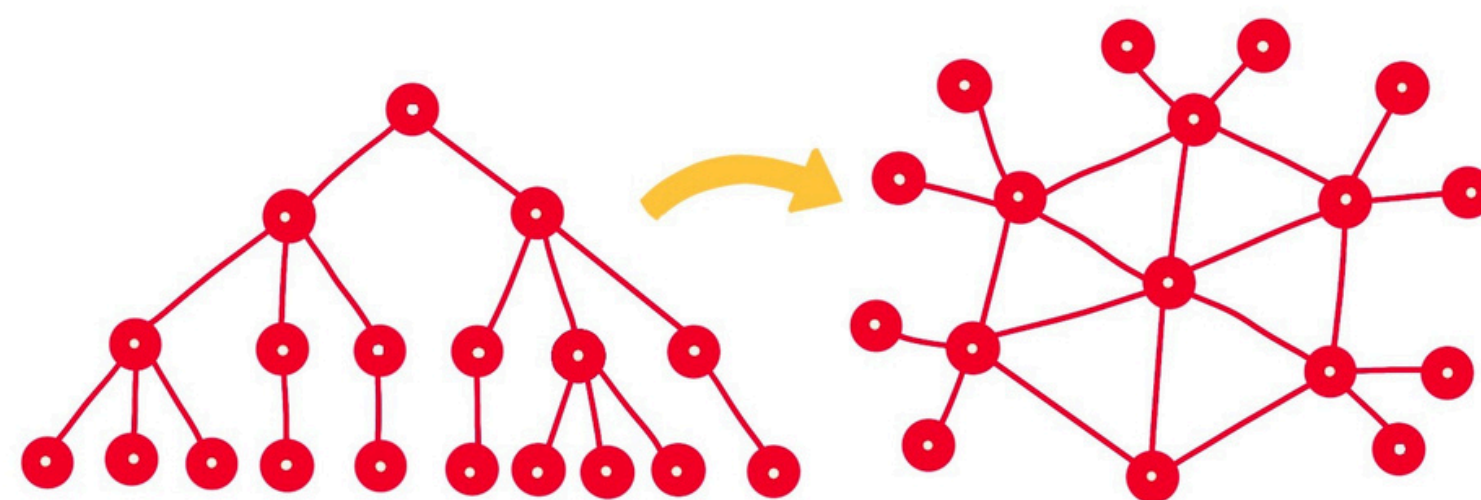


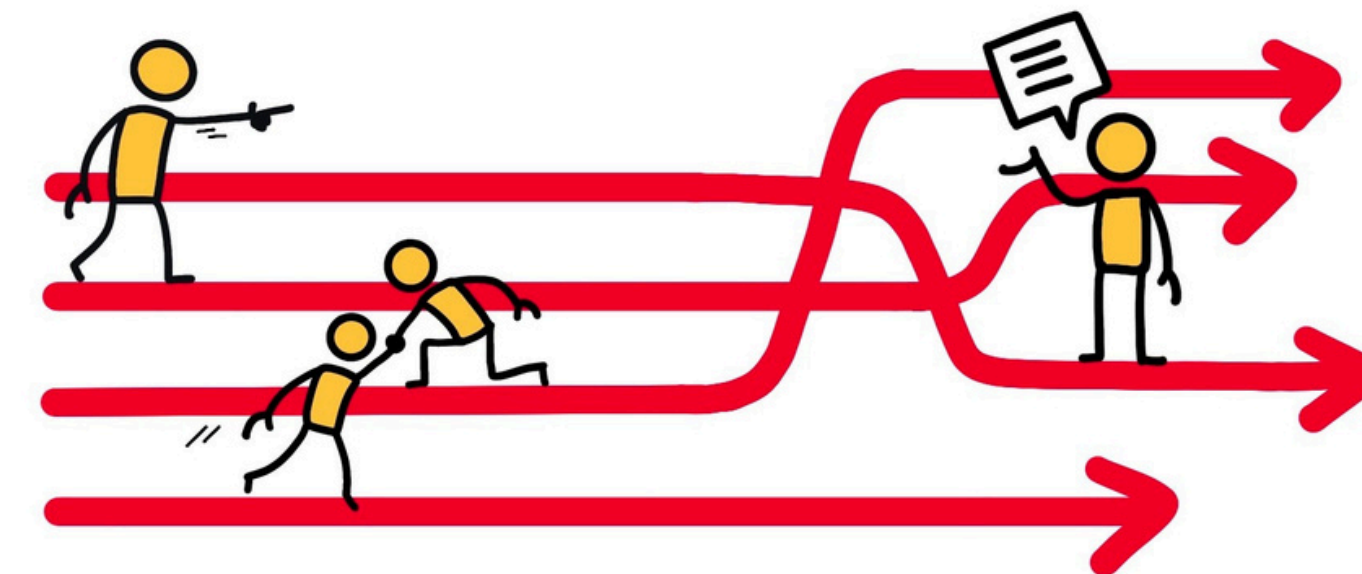
Be prepared to meet resistance

People may react in unexpected ways to efforts to influence culture. Even small changes can lead to resistance or frustration.



Consider organisation structure

Culture flows in and around organisational structures and is shaped by how they work. Altering these structures can disrupt established patterns and support wider culture change.



Adopt appropriate leadership styles

Leaders play an important role in creating, embedding, and transmitting positive cultural attributes.



Create a sense of ownership

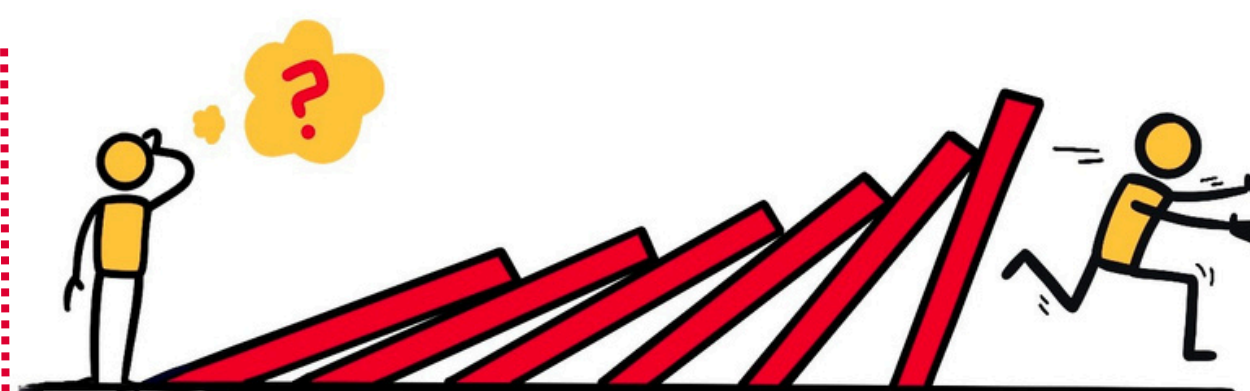
Some people prefer things to stay the same. It is important to create a critical mass of employees who buy into a culture change programme and create momentum for change.



Manage external influences

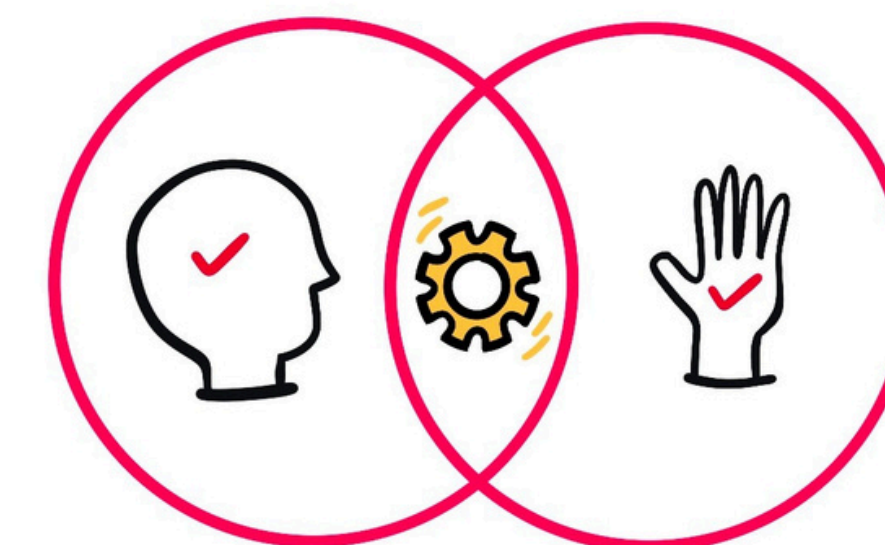
Culture change strategies need to consider the potential opportunities and constraints from external stakeholders in shaping the values and behaviours of healthcare professionals.

Top tips for Making culture change happen



Look out for unintended consequences of change

Culture change can sometimes create new problems. It's important to spot these early and respond quickly.



Align cognitive and behavioural changes

Cultural change strategies may shift beliefs without altering behaviour, or influence behaviour without addressing underlying beliefs. Lasting change requires shifts in both thinking and behaviours.