



HR SYNTHESIS

CONNECT. CULTIVATE. COLLABORATE.



Culture Transformation

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What is Culture Transformation?



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Culture transformation is about connecting hearts and minds to shift behaviour towards the desired culture, with the aim of achieving the company's strategic goals, through operational excellence.

Culture Transformation takes intention, attention and time.

The Benefits of Culture Transformation



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**ALIGNMENT
TO
STRATEGY**

**SHARED
VISION,
PURPOSE AND
COMMON
LANGUAGE**

**EMBEDDING
AND
ENTRENCHING
VALUES**

**CONNECTING
PEOPLE TO THE
BRAND AND
CORPORATE
IDENTITY AND
CREATING A
SENSE OF
BELONGING**

**DRIVING
DEEPER
COMMITMENT**

**IMPROVED
EMPLOYEE
ENGAGEMENT**

"Customers will never love a company until the employees love it first."
Simon Sinek, Author, Start with Why



How HR Synthesis enables Culture Transformation:

Connecting people with the organisation's **"WHY"** and **their purpose.**

Co-creating and **defining the values, behaviours and culture,** that aligns with the **organisational strategy.**

Creating a safe space for people to share feedback and using those insights **to improve the organisation and culture.**

Cultivating healthy relationships, with individuals and teams through **differentiated human centric solutions** while harnessing commitment towards the future.