

We enable sustainable culture development in four phases



**Phase 01:** is aimed at understanding the **current culture** of the organization and reflecting on its strengths and weaknesses.

**Phase 02:** has the purpose of working out the **future culture** against the background of internal and external **contextual requirements**. On the one hand, the culture target picture describes which current patterns must be maintained and cultivated. On the other hand, it defines which new cultural patterns need to be developed to (continue to) be successful in the future. They are described in the form of culture directions that provide orientation.

**Phase 03:** is aimed at developing a plan for the **system-wide** implementation of the culture target image. The **Culture Roadmap** includes all individual, collective and system-wide measures for the targeted development of the culture.

**Phase 04:** aims to successfully implement the culture development measures defined in the Culture Roadmap and thus to **anchor** the future culture throughout the system.

**Review & Adapt:** The entire process is supported by continuous reflection and adaptation. Changes in the organizational context, lessons from implementation, and new insights are reviewed regularly and fed back into the ongoing development of the culture. This keeps the Culture Journey closely aligned with the organization's evolving reality and allows it to continuously develop over time.

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