



# Leading Change

*From Theory to Action*

For Change Management Certified leaders who want to bridge the gap between knowledge and real-world implementation.

Register Now

01

Manage resistance  
effectively

02

Engage stakeholders  
effortlessly

03

Communicate  
effectively



Every last Friday of the month



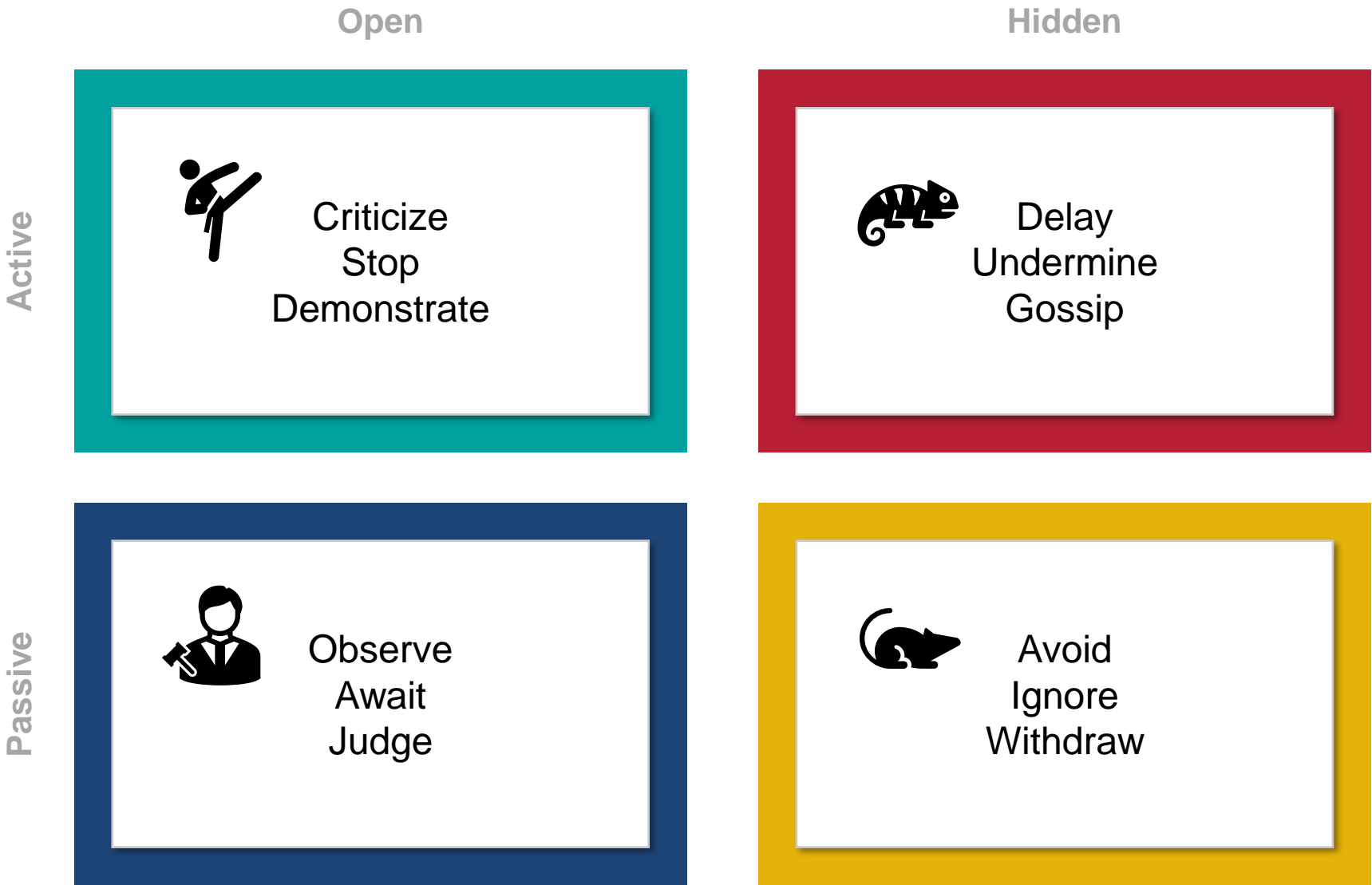
Virtual



Free



Learn more



**#1**

Psychological safety

**#2**

Authority for  
consequence  
management

**#3**

Access to necessary  
resources

# CULTURE DESIGN CANVAS<sup>©</sup>

Design a workplace culture that propels you into the future.

Team name:

Date:

<b>DECISION-MAKING</b> How is authority distributed? What methods do we use to make decisions?	<b>PRIORITIES</b> Select the top three cultural priorities using even over statements	<b>RITUALS</b> How do we celebrate our people, culture, and work?
<b>MEETINGS</b> How do we collaborate and convene? (Synchronously and asynchronously)	<b>VALUES</b> What do we believe in?  <b>PURPOSE</b> Why do we exist?	<b>FEEDBACK</b> How do we help each other learn and grow?
<b>NORMS &amp; RULES</b> How do we clarify expectations without hindering autonomy?	<b>BEHAVIORS</b> What behaviors do we punish? What behaviors do we reward?	<b>PSYCHOLOGICAL SAFETY</b> How do we make people feel welcome? How do we encourage courageous conversations and experimentation?

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FearlessCulture

[www.fearlessculture.design](http://www.fearlessculture.design)

**Fearless  
Culture**



Criticize  
Stop  
Demonstrate

- Recognize and address the emotional responses triggered by the change.
- Use the resistance as information to adjust or adapt change plans.



Delay  
Undermine  
Gossip

- Set the example. Ensure leaders in the organization are not doing the same thing.
- Leverage influencers within the organization to promote and champion the change.
- Continuously monitor alignment with company culture.
- Use data analytics for measuring adoption (and productivity).
- Practice consequence management.



Observe  
Await  
Judge

- Continuously report progress relative to the vision.
- Keep track of and demonstrate adjustments done based on feedback.



Avoid  
Ignore  
Withdraw

- Leverage influencers within the organization to promote and champion the change.
- Use coaching to uncover emotions and roadblocks.
- Use data analytics for measuring adoption (and productivity).
- Practice consequence management.