

Creating momentum for change: Lessons from industry

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Who are Tribe?

**Making a difference
globally through our
unique combination of
art and science to create
cultures of together**



Some of our clients



Who am I?



A Perspective

- We need more positive messages?
- Remember to celebrate what we have achieved - and done well
- The focus should be on making easier for the individual to do the right thing
- Focus appears to be on individual actions not the system
- What about big business?



Context of Culture



Understanding
reality of
present
culture

Getting
senior leaders
on board

Devising
& planning
a strategy

Creating
messaging
to drive
momentum



Activate

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Motivate

Leadership
development
& coaching

Employee
engagement

Communication
strategy
& toolkits

Events &
experiences

The Stickiness Factor



Creating Real Champions



Measuring
success

Reward &
recognition

Champion
development

Conversation
coaching

Cultivate

On
Approach
to Cu
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**Creating the
messaging
that will drive
momentum**





Stickiness framework



S U C C E S... Sticky!

Thank You

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