



QUEEN'S  
UNIVERSITY  
BELFAST

WILLIAM J. CLINTON  
LEADERSHIP  
INSTITUTE

LEADING  
TRANSFORMATION  
THROUGH CULTURE

SHAPING  
A BETTER  
WORLD  
SINCE 1845



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# LEADING TRANSFORMATION THROUGH CULTURE



## PROGRAMME DATES

Autumn  
Spring



## PROGRAMME FORMAT

Blended  
(face-to-face and online sessions)  
3 days in person delivery



## LOCATION

QUB campus, Belfast



## LANGUAGE

English



## PRICE

£2000  
Payment options are available



## WHO SHOULD ATTEND

- CEO's and Senior Level Executives
- Business leaders interested in transforming the competitive performance of their organization.

# OVERVIEW



The culture of an organisation directly impacts how its employees behave and correspondingly how the organisation performs.

Connectedness, collaboration and creativity are all hallmarks of any transformation. A company's culture and its affinity to change, directly impacts the success and transformation potential of that organisation.

This programme will enable you to define a powerful organisational culture in your business, harnessing transformation from the inside out, through your people.

As part of the Clinton Leadership Institute's **Innovation . Strategy . Transformation** series of programmes that address upskilling and the digital economy, the Leading Transformation Through Culture course will equip you with

practical steps and insights to implement cultural change in your own enterprise.

Explore new ways of working, acquiring the skills and knowledge to nurture and leverage organisational cultural strength.

The course investigates the link between culture and collaboration, wellbeing, re-/upskilling, innovation, ethics and sustainability.

**Leading Transformation Through Culture** will help you to rethink the present culture in your organisation and reshape employee understanding, perceptions and performance to create a winning organisation.



Our exceptional campus platform will give you access to videoconferences, forums, readings, slides, technical notes, multimedia documents, and case studies required for the programme.



Reset your approach to managing organisational culture and transforming performance. Take away a roadmap for a cultural reset, underpinned with employee strength.



Network with like-minded professionals and learn from your peers as well as industry experts and faculty.

## Walk Away With The Skills To

- Understand of the concepts and archetypes of organisational culture
- Evaluate organisational cultural transformation success factors
- Plot a cultural transformation roadmap for your organisation
- Align cultural shift to critical success factors
- Strategically develop a 'mission critical' shift in organisational culture
- Lead with a positive cultural mindset approach
- Drive organisational competitive advantage

## WHO IS THIS PROGRAMME FOR

This programme is for managers and leaders who are striving to stimulate a tangible shift in how the organisation behaves and performs. This course will help you to cultivate new, positive ways of working, embrace digitalization and boost employee resilience and performance.

Developed with the transforming business landscape in mind, this programme is tailored for those with senior level, human resource and general management responsibilities from any industry. Discover how to optimise the opportunities presented from shaping organisational cultural change and driving a winning organisational mindset. Our immersive on campus and online classes provide real world insights from our international experts, allowing you to explore how to extract transform your organisation to compete and thrive in our evolving environment.

This programme is essential if you are striving to embrace new ways of working and wish to gain the knowledge, expertise and tools to do so through the power of your people.

## PROGRAMME STRUCTURE AND CONTENT

DAY 1 ONLINE	DAY 2 ON CAMPUS	DAY 3 ON CAMPUS	DAY 4 ON CAMPUS
<b>Decoding Organisational Culture</b>	<b>Transforming on Organisational Culture</b>	<b>Leading on Organisational Culture</b>	<b>Renewing Organisational Culture</b>
<b>The Concept of Organisational Culture</b>	<b>Case Study</b>	<b>Performing on Organisation Culture</b>	<b>Case Study Group Discussion, Reflection and Recap</b>

## PROGRAMME FACULTY



### DR ULF BOSCH Professor of Practice

Dr Ulf Bosch is a highly experienced strategist and leadership expert, business consultant, author and TEDx keynote speaker. Ulf is a Professor of Practice at Queen's Business School and leads on the Strategic Change Leadership for Digital Transformation programme at the Clinton Leadership Institute.

Ulf holds a PhD in Strategy from King's College London and a MBA from the China Europe International Business School in Shanghai. Ulf has more than 20 years of top-management consulting experience serving as Head of Practice with PwC, Towers Watson and Roland Berger Strategy Consultants. He has led multiple large-scale cultural transformation and leadership programmes for some of the world's best-known and most discerning organisations spanning a range of industries.

In addition to his professional pursuits, Ulf is an award winning distance runner for his native Düsseldorf and motivates participants with his engaging real-world approach.

## EXCEPTIONAL EXECUTIVE EDUCATION EXPERIENCE

The William J. Clinton Leadership Institute delivers executive education programmes with the aim of creating real impact for leaders, managers and their organisations. Our mission, as part of Queen's Business School is to educate and empower leaders for the benefit of business and society. Our executive programmes synergise the rich Queen's University academic heritage with cutting edge leadership thinking and techniques from experts at William J. Clinton Leadership Institute and Queens Business School. Real world industry insights and exciting new developments from our university research centres contribute to building leadership expertise, transforming individual and organisational performance and boosting competitive edge.

RUSSELL  
GROUP



## CONTACT US

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We are proud to offer you a new series of Innovation, Strategy, Transformation programmes to develop your future skills and workplace requirements in the digital economy. As part of this series the Leading Transformation Through Cultural Change programme offers a unique opportunity to reset your organizations cultural mindset for the future.

Throughout this blended programme you will have the opportunity to network and learn from like-minded business leaders from a diverse range of industries and our internationally experienced faculty. I look forward to welcoming you to this programme in the near future.

Professor Ashish Malik, PhD  
Director of Executive Education



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