

Certified Values-based Culture Transformation & Change Practitioner® (CTCP®)



Why It's Important?

TTM Associates has developed a proven track record in designing, deploying, activating, and sustaining culture & values systems in organisations. A values-based organisation is a culture shaped by a clear set of ground rules establishing a foundation and guiding principles for decision-making, actions, and a sense of community.



What is it?

This certification journey of culture transformation is going to address the issues of:

- Link between Culture, Values and Behaviour on one hand and the change in operating Rhythm i.e. Strategy, Structure, Systems
- Unparted the link between, culture, climate, employees experience and EVP
- How can you med gauge the organisation culture and various tools depicting:
 - Core desired values behaviours
 - Culture values behaviours
 - Potentially limited behaviours
 - Interplay of people, purpose and place

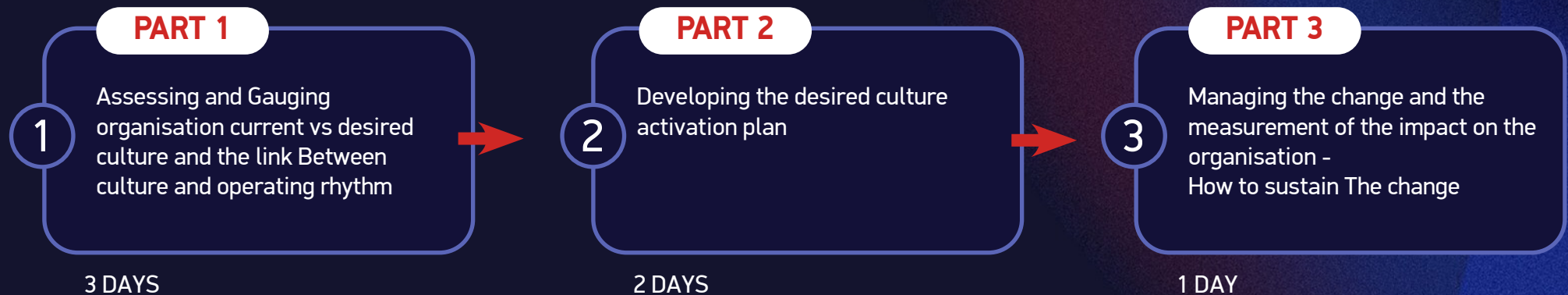


TARGET AUDIENCE

TTM Expertise in running Culture and Value based-organisation change and transformation will benefit those who are involved in a direct way with the following:

- HR Strategy executives, how are involved in shaping culture & values in alignment with the Business Strategy
- Culture and Engagement managers who are concerned with- employees experience at large engagement
- Communication Managers who are concerned at the values activation and Employees value – proposition brandy
- Change/Strategy Managers who are managing transformation programmes
- Digital Transformative Managers who are concerned in the digital culture and digital change
- L&D professionals who design leadership programmes to fester values

Certification Process



The Tool-Box used entails:

Whole Brain Behaviour • Map-Culture • Barrett Values-Based • The 7 - S Model

DURATION AND SCHEDULE – THREE PARTS

Each Day entails a total of 3 Interactive Segments of 90 min each

Part 1

3 DAYS



3 Segments/ **Day 1**



3 Segments/ **Day 2**



3 Segments/ **Day 3**

Part 2

2 DAYS



3 Segments/ **Day 1**



3 Segments/ **Day 2**

Part 3

1 DAY



3 Segments/ **Day 1**



Learning Process

1

Macro Learning Intervention Options:

- Self Driven Intense Reading
- Coaching Sessions

2

Micro Learning Intervention Options:

- LMS – Access to Micro Content
- Videos – Audio Learning Shots
 - Gamification and A.I.
 - Based Learning
- Articles, Tips, Do's / Don'ts
- Digital Cards

3

Recommended Assessment

- The online HBDI® Questionnaire





United Kingdom • France
Belgium • Cyprus
Saudi Arabia • United Arab Emirates



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