

META® Cultural Process



What Sets Us Apart

Scientifically based organizational and strategic consulting

Founded 1972

Forty-five consultants in permanent positions worldwide – 20 of them in Hamburg

Nine locations worldwide in 9 countries

Headquarters in Quickborn near Hamburg

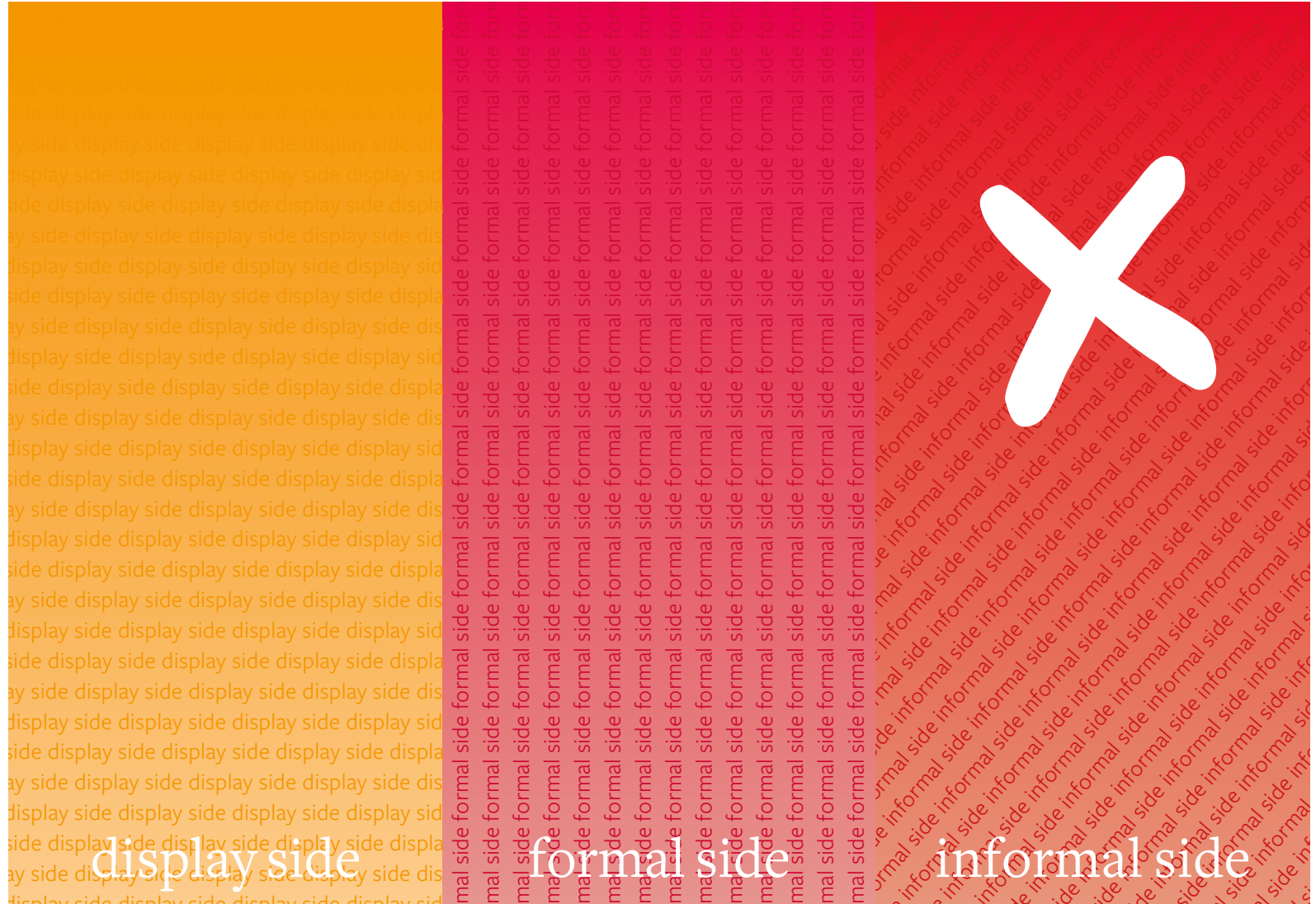


Organizational Culture is the informal side of an organization

Organizational culture is quickly identified as a problem area.

However, no one actually knows what exactly is meant by this.

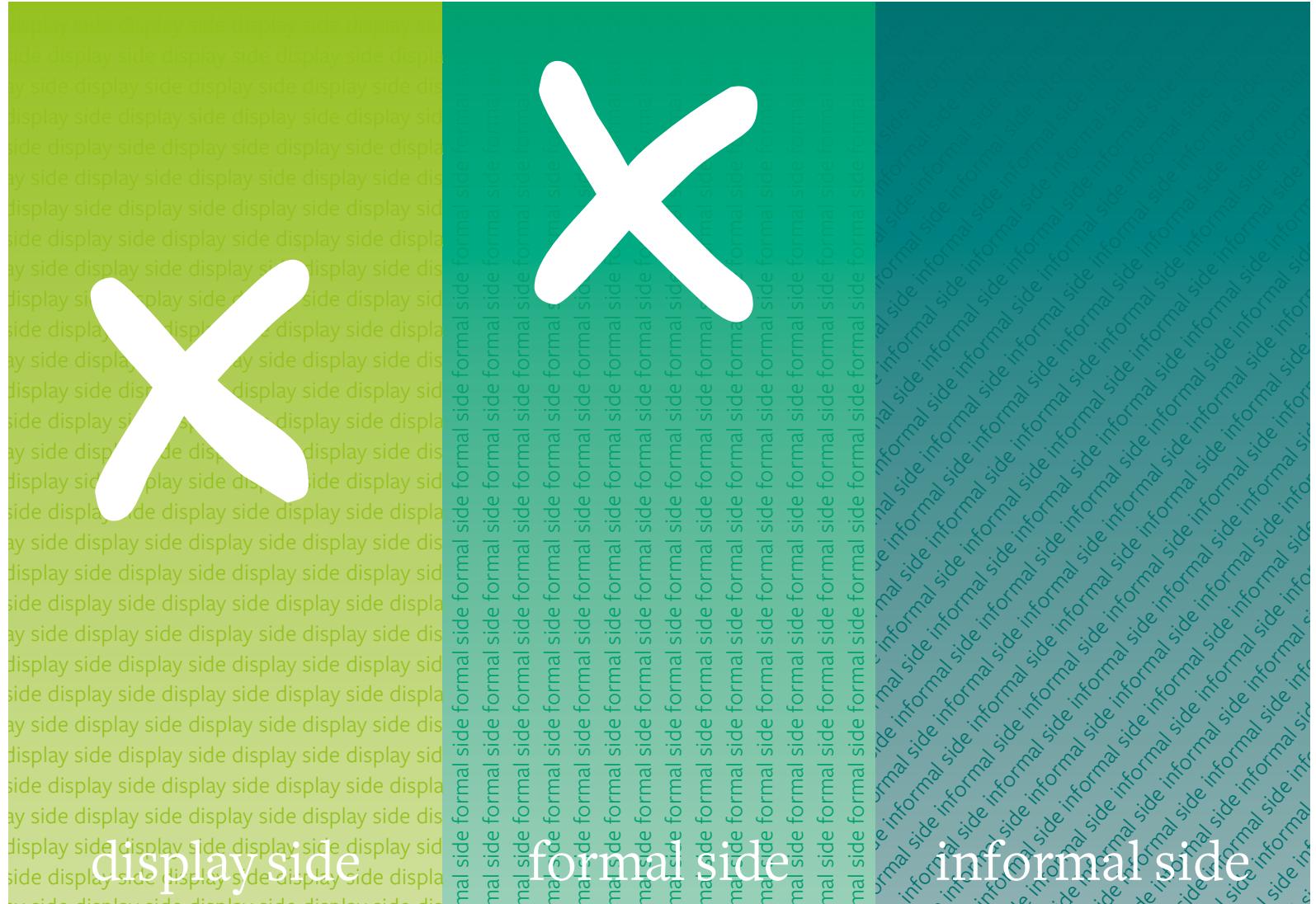
A provident concept can help to get things moving:
Organizational culture is *one of three sides* of an organization.



Organizational Culture cannot simply be revised by decree

The circumstances determine the behavior – and not vice versa.

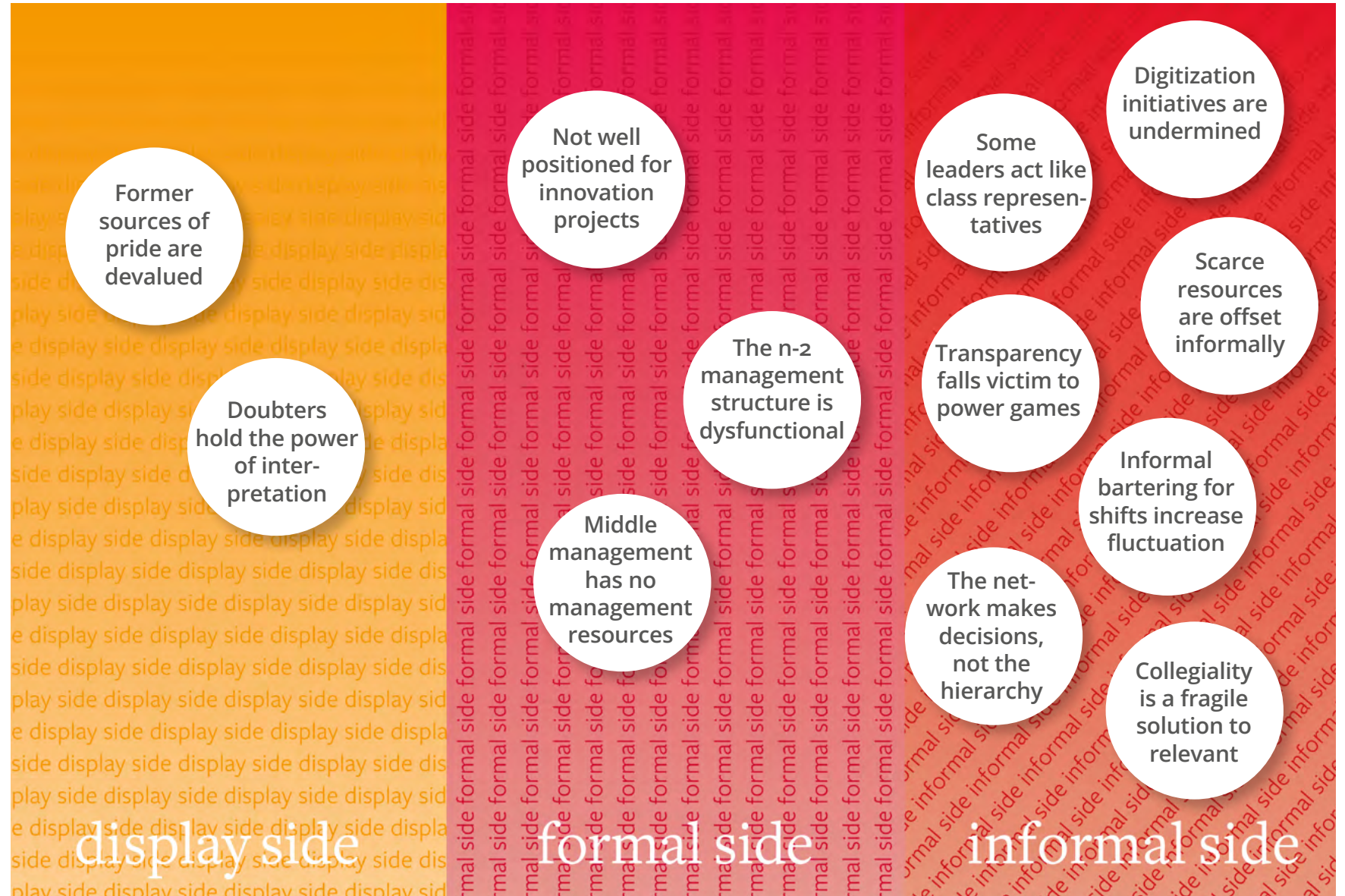
That is why we advocate cultural change on the *formal* side, supported by clever *display side* management.



What comes into view

Cultural phenomena can thus be described and located more precisely.

This makes it easier to talk about them.



Changing Organizational Culture Discursively

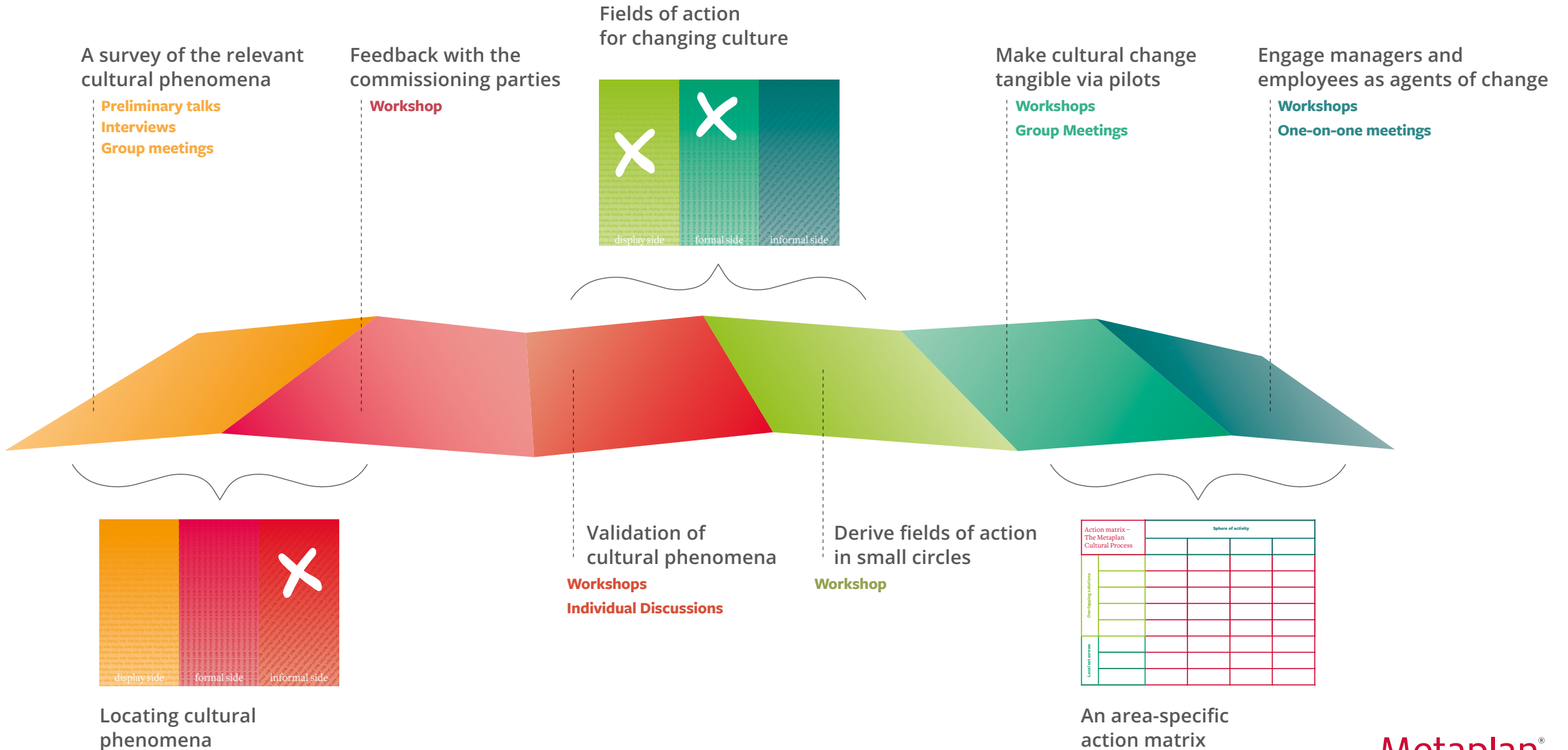
It eludes
formal access.



Culture cannot
simply be decided
and imposed.

Discourses
are needed to
change culture ...

META® Cultural Process



Which
cultural phenomena
drive you?

