

Metaplan Culture Process



What distinguishes us

Scientifically based organizational and strategic consulting

Founded in 1972

50 consultants in permanent employment worldwide, 20 of them in Hamburg

Nine locations in nine countries around the world

Headquarters in Quickborn near Hamburg

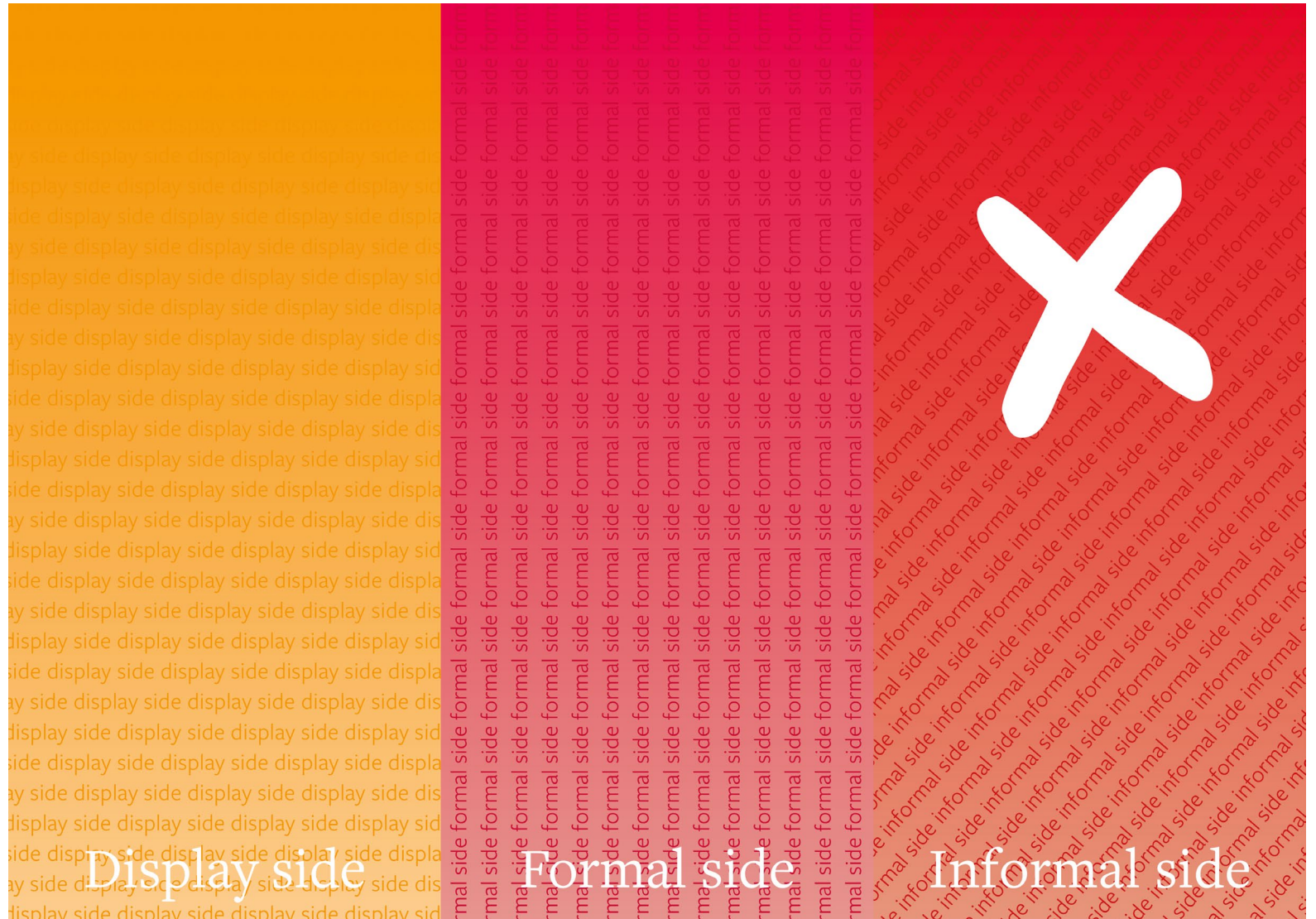


Organizational culture is the informal side of an organization

Organizational culture is quickly identified as a problem area.

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

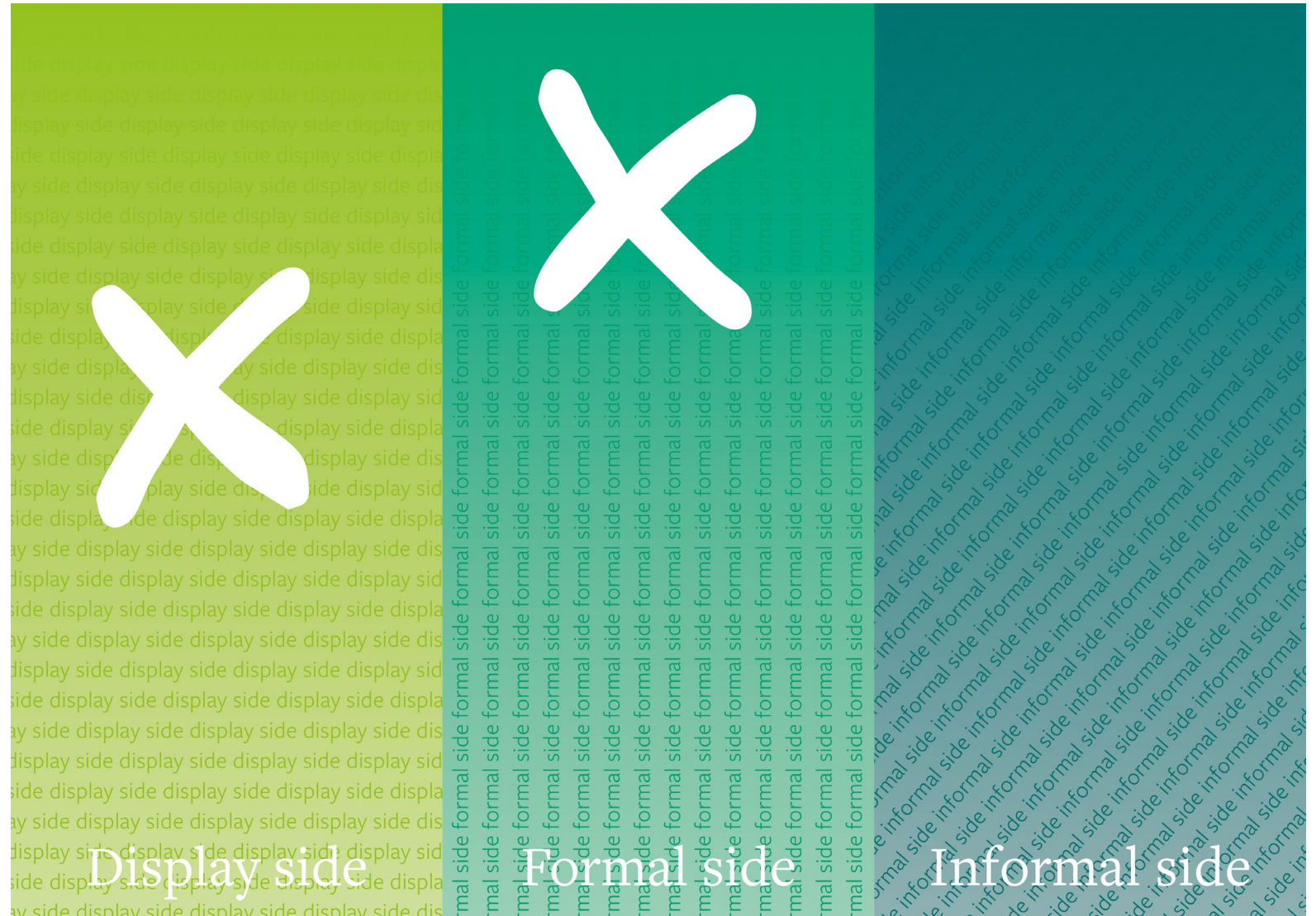
In order to start acting successfully, it helps to use a more economical term: organizational culture is *one of three sides* of an organization.



Organizational culture cannot simply be rescheduled

Circumstances determine behavior – and not vice versa.

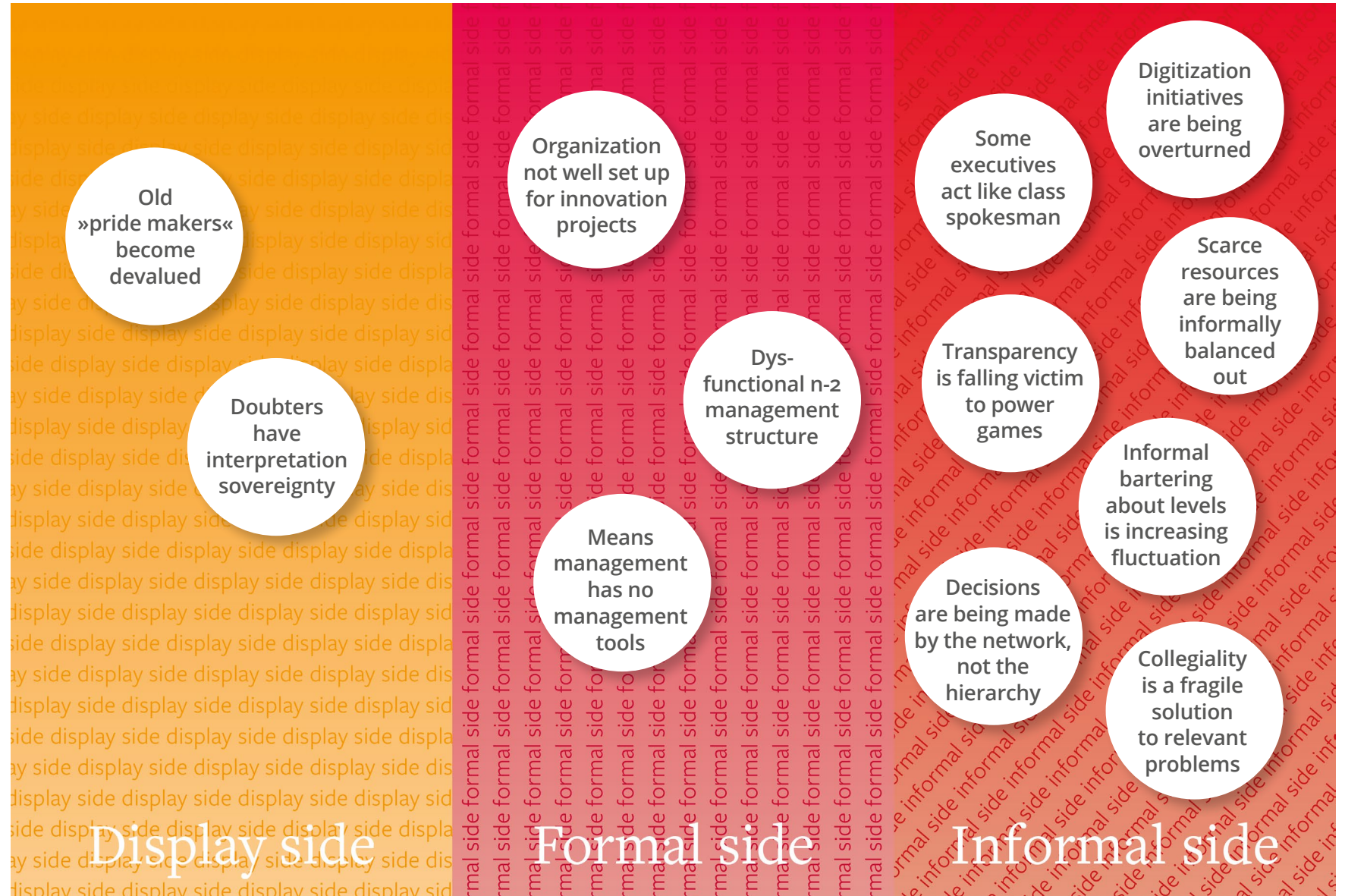
That is why we advocate that culture change starts at the *formal* side with the support of *smart display-side management*.



What is revealed

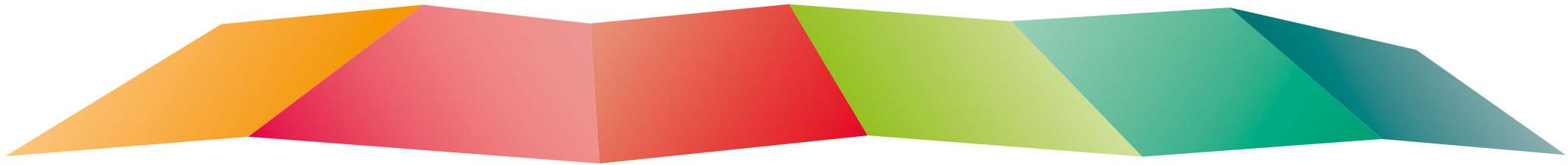
In this way, cultural phenomena can be more precisely described and located.

This makes them easier to discuss.



Discursively changing organizational culture

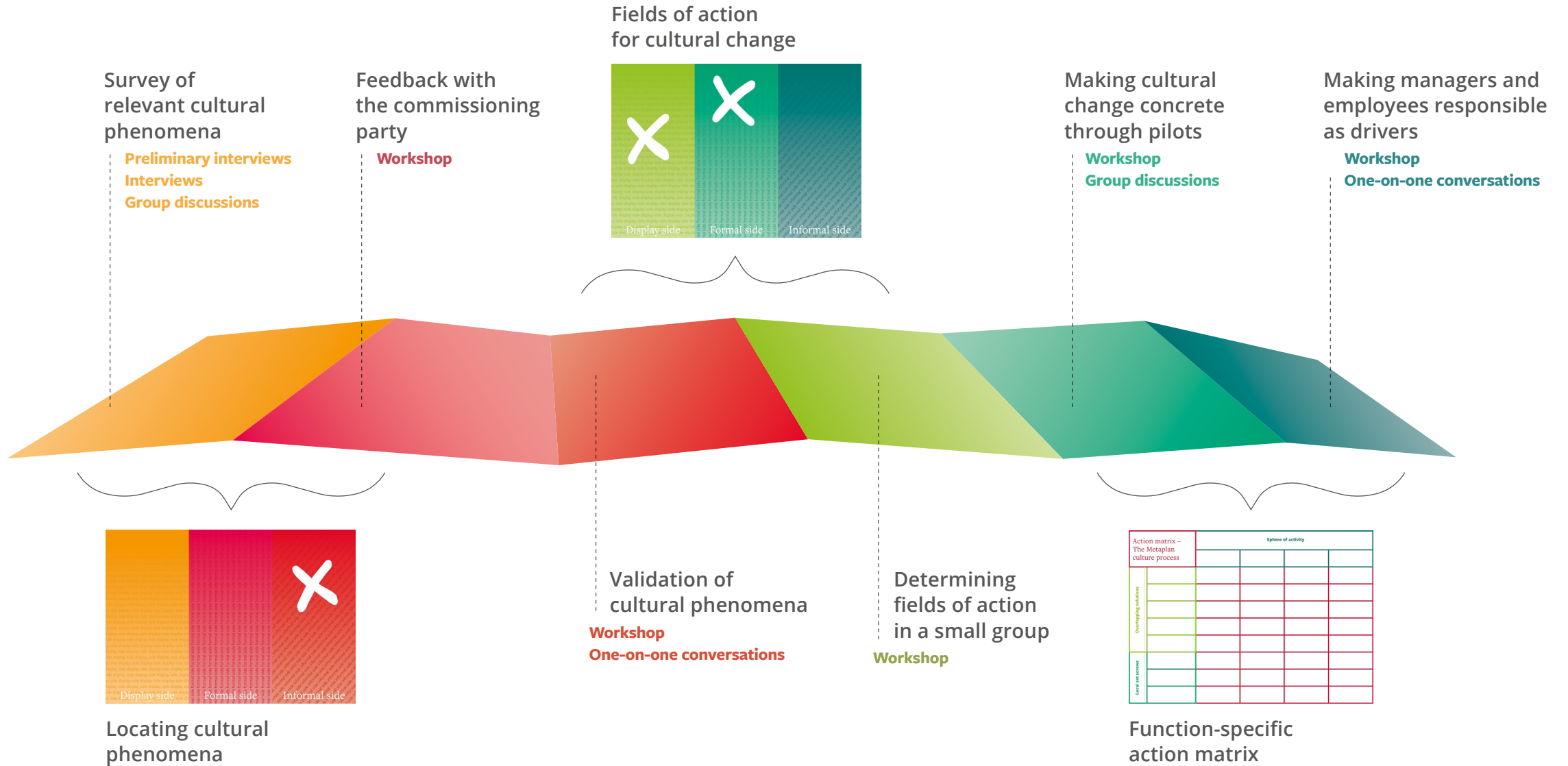
It eludes
formal access.



Culture cannot
simply be decided
on and ordered
into existence.

Discourse is
required to change
organizational
culture.

The culture process



Which cultural
phenomena are you
concerned about?

