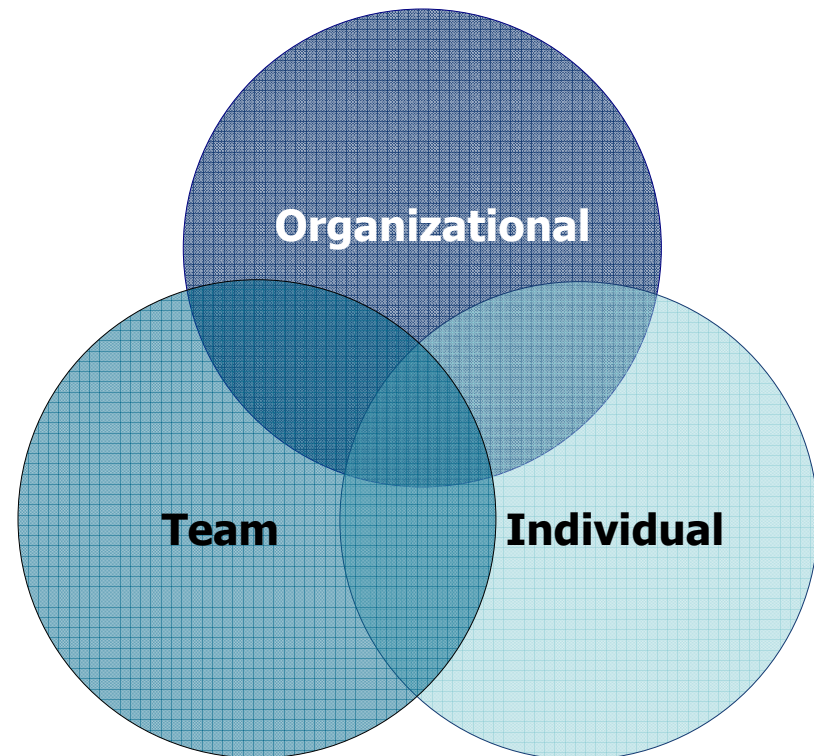


# An Effective Cultural Integration Plan

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***WLH Consulting, Inc.  
uses a shared  
framework for cultural  
integration and  
change management  
that addresses all  
three levels.***



# Benefits of Using a Multi-Dimensional Approach

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## Organizational

- Builds commitment to organization's purpose, mission, and values.
- Aligns the culture around the management philosophy.

## Team

- Translates strategic direction into team accountabilities with specific 100-day deliverables and longer range plans.
- Accelerates the delivery of business results.
- Builds teams by getting everyone on the same page.
- Leverages the capabilities of new team members.
- Strongly facilitates the development of trust and shared commitment among team members.

## Individual

- Addresses "me issues."
- Defines roles and responsibilities.
- Provides direction to individual on how to perform their job.
- Establishes performance measures.
- Clarifies working relationships.
- Determines what each individual needs to start, stop, and continue doing to be effective.

# WLH Cultural Integration and Change Management Approach

## Organizational

- Customize Cultural Integration Survey to establish a baseline and plan for future reassessment / re-calibration.
- Conduct Leadership Team alignment session to clarify and set strategic direction.
  - Leadership team members agree on organizational philosophy, core beliefs, and priorities to be cascaded.
  - Leverage a Communication Planning process and tools to ensure key messages are developed and stakeholders are engaged.
  - Develop Execution Planning Roadmap.

## Team

- Deploy a structured cascade with custom designed Leader-led modules that:
  - Translate strategic direction.
  - Reinforce philosophy and expectations.
  - Agree on Team Rules of Engagement.
  - Focus the team on priority goals.
  - Identify business challenges and breakthrough solutions.
  - Develop 100-day Action Plans.
- Customize Change Management Guide for Team Leaders.

## Individual

- Execute customer facing communication strategy.
- Execute a transition partner strategy.
- Leverage knowledge management, processes, and tools.
- Use tools to align individual actions with broader goals.