HOW TO ENHANCE YOUR ORGANIZATION'S CULTURE

DO NOT UNDERESTIMATE THE ROLE OF CULTURE

BEGIN WITH A VISION

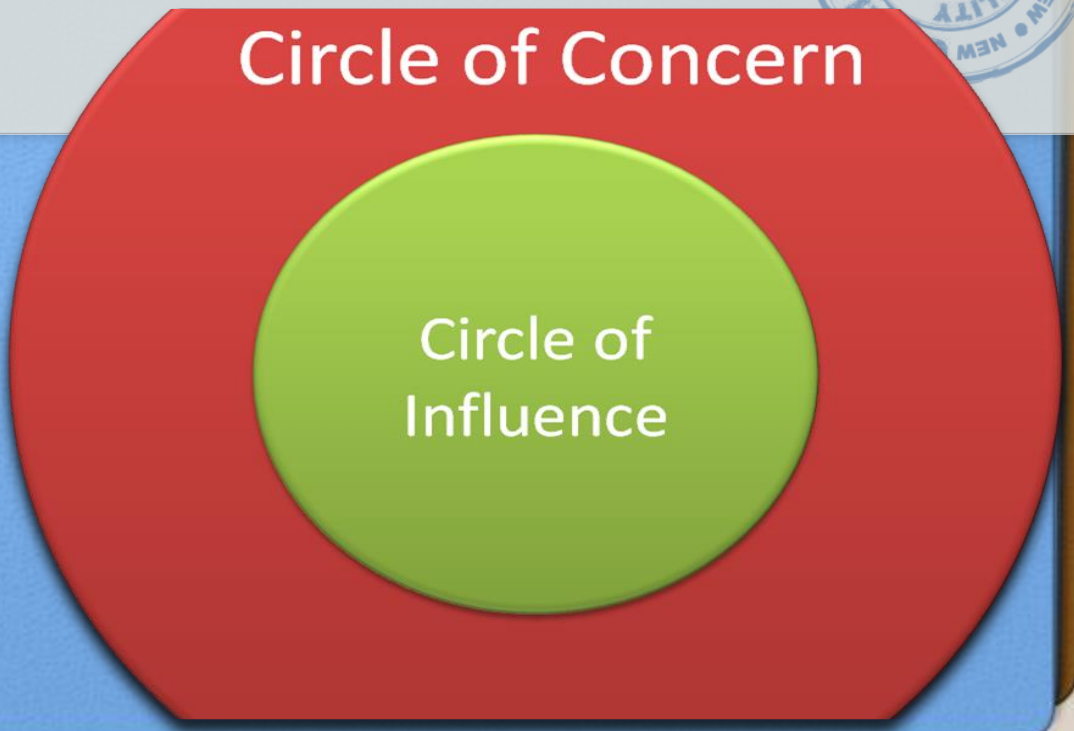
BE PATIENT IN BRINGING ABOUT CULTURAL CHANGE

FOCUS ON THE ELEMENTS OF ORGANIZATIONAL CULTURE

VALUES

TRADITIONS

PROCEDURES

RITUALS & CEREMONIES

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