

MERCER PUBLIC WORKSHOP

美世公开研讨会

打造深植人心的企业文化

企业在竞争激烈与多变的市场环境中，希望表现出怎样的价值观念、经营理念及种种行为决策？组织的快速成长，企业文化需要与时俱进吗？组织转型或变革，优良的传统是否能够被保持和传承？企业发展进入平台期，文化价值观怎样才能支持中坚力量坚持初心和勇于突破？组织的不同成长阶段，员工的个性和自我价值怎样与企业的价值观实现整合与共赢？这些思考与实践的挑战越来越多地浮现在企业管理者和组织发展人员的面前。

在很多企业，那些“高大上”的使命、愿景、核心价值观乃至各项经营管理理念总是流于形式、浮于表面，与实际的经营管理相脱节，难以得到有效的贯彻落实。只有制订切实可行的理念落地规划，进而构建完善的企业文化管理体系，采取有效的策略与方法，加以长期不懈地推进实施，才能实现文化的落地和深植，最终对企业长期经营业绩的提升和战略目标的实现发挥核心作用。

美世 1 天的研讨会将帮助学员全新认识企业文化，了解从标语到标准再到行为的企业文化明晰化与落地的工具、方法和实践，掌握企业文化体系建设的优化思路和推进企业文化变革的策略方法。

课程概述

重新认识企业文化

- 什么是企业文化价值观
 - 它与愿景、使命、战略的关系
- 企业文化在组织发展中的功能
- 企业文化的评判标准

从标语到标准—企业文化的明确

- 企业文化现状的评估与审视
 - 文化审计工具—ECA 与 MCS
- 组织中的文化与亚文化
- 构建企业核心行为能力模型
 - 目标文化的提炼与打造
- 案例分享与讨论

从标准到行为—企业文化落地

研讨会信息

时间地点：

北京

7月11日

上海

8月21日

深圳

9月7日

费用：

RMB 5,800 (含 6%增值税)

联络

美世学习与发展热线电话

电话：400 600 5599

电邮：

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- 实践中的企业文化传播渠道及运用方式
- 企业文化培训的设计要点
- 企业文化管理机制
- 绩效管理中的文化应用和文化落地
- 企业文化管理中的职能界定

不同时期的企业文化变革

- 战略转型对文化变革的要求
- 变革管理策略方法应用于企业文化的优化

学员收获

- 全新认识企业文化在组织发展中的价值和作用，学习文化明晰化和文化变革的方法
- 认识企业文化落地的本质，明确完整的企业文化管理体系内容
- 系统掌握企业文化管理体系及企业文化落地和持续推进的构建思路、策略与方法

学员对象

企业组织发展负责人、人力资源负责人和企业中负责企业文化建设与推进的中高层管理者

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CREATING PENETRATING CORPORATE CULTURE

What value concepts, operational concepts, and various behavior decisions do enterprises hope to present in the fiercely competitive and changeable market environment? Are the fast growth and corporate culture of enterprises keeping pace with the times? Are organizational transformation or reform and good traditions able to be kept and inherited? How can the cultural values support the core force to stick to the original intention and have the courage to break through when enterprises enter into the platform period? How can employees' personalities and self-value be integrated and achieve a win-win situation with the value of enterprises in different growth stages of the organization? These thoughts and practical challenges are emerging in front of enterprise managers and organizational development personnel more and more.

In many enterprises, those high and lofty missions, visions, core values and even various operation and management concepts always become more of a formality and float on the surface, disjointed with the practical operation management and difficult to be effectively implemented. Only by formulating a practical and feasible concept implementation plan, building a perfect enterprise culture management system, adopting effective strategies and methods, and conducting unremitting promotion and implementation can culture be implemented and deeply rooted, so as to give play to its core effect on the improvement of enterprises' long-term operation performance and ultimately the realization of strategic goals.

Mercer's one-day seminar will help trainees have an all-new understanding of corporate culture, understand the tools, methods and practice of corporate culture clarification and implementation from slogans to standards and behaviors, master the optimization ideas of corporate culture system construction, and promote the strategic methods of corporate culture.

TOPICS COVERED

Re-recognize corporate culture

- What is the value of corporate cultural
 - It is related with vision, mission and strategy

WORKSHOP INFORMATION

Time and Place:

Beijing
Jul 11

Shanghai
Aug 21

Shenzhen
Sep 7

Price:

RMB 5,800(including 6% added-value tax)

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- The function of corporate culture in organizational development
- The evaluation criteria of corporate culture

Explicit corporate culture – from slogans to standards

- The evaluation and review of the current situation of corporate culture
 - Cultural audit tools–ECA and MCS
- Culture and subculture in organization
- Build the core behavior ability model of enterprises
 - The extraction and creation of target culture
- Case sharing and discussion

From standards to behavior–Corporate culture implementation

- Corporate cultural communication channels and operational modes in practice
- Key design points of corporate cultural training
- Corporate culture management mechanism
- Cultural application and cultural implementation in performance management
- Functional definition in corporate culture management

Corporate cultural revolution in different times

- The requirements of strategic transformation for cultural reform
- The optimization of the application of reform management strategic methods to corporate culture

BENEFITS TO PARTICIPANTS

- Have an all-new understanding of the value and function of corporate culture in organizational development and learn the methods of cultural clarification and cultural reform
- Recognize the essence of corporate cultural implementation and clarify complete corporate culture management system content
- Systematically master the corporate culture management system and corporate culture implementation, and continuously build ideas, strategies and methods

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TARGET PARTICIPANTS

Corporate organization development directors, HR directors, and middle-senior managers responsible for corporate culture construction and promotion

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