

BOOK SUMMARY

Change the Culture, Change the Game

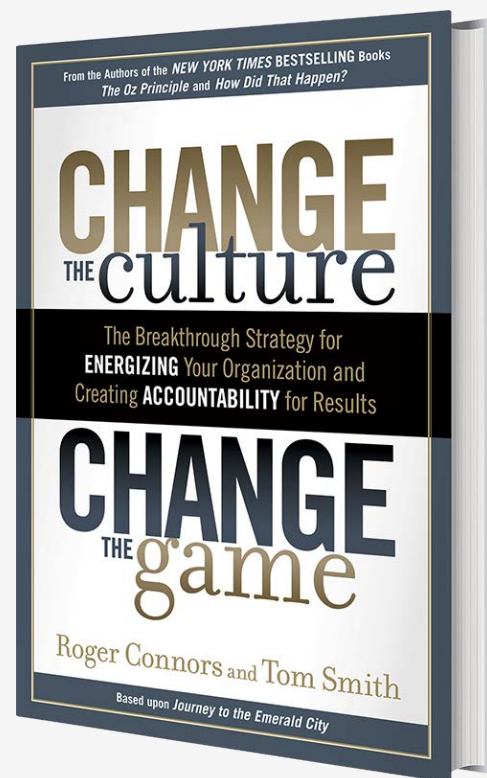
By Roger Connors and Tom Smith

56 percent of people feel that culture is more important than salary. A good culture doesn't just make people feel good; it also creates alignment, inspires accountability, and drives results.

In "Change the Culture, Change the Game," authors Roger Connors and Tom Smith draw from more than two decades of culture management experience to share strategies that accelerate organizational change through a culture of accountability. The strategies are centered around the Results Pyramid model, a simple and memorable methodology created by Culture Partners. The model cultivates accountability by creating experiences that change the way people think and act to ensure they achieve desired results.

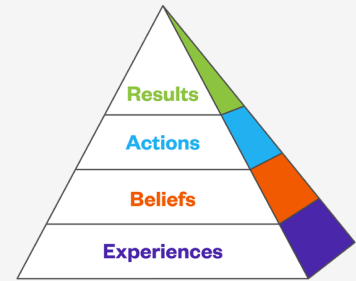
Key Takeaways

- Organizational change can't happen without a culture of accountability
- The first step to creating a culture of accountability is defining key results
- To get those results, follow the Results Pyramid: experiences inform beliefs, beliefs lead to actions and actions produce results



Summary

To create successful organizational change, your people need to embrace accountability toward one another and the organization. Without accountability, the change process breaks down quickly. With accountability, people at every level of the organization embrace their role in facilitating change.



Define results that guide the change: The Results Pyramid indicates that experiences foster beliefs, beliefs influence actions and actions produce results. The first step to building a culture of accountability is defining the results you want to achieve.

Taking action that produces results: To accelerate culture change, you need to understand how your people act now. Then identify the behaviors you need to see to achieve your desired results. The most important change in action is accountability.

Steps to Accountability

See It. You relentlessly obtain the perspectives of others, communicate openly and candidly, ask for and offer feedback, and hear the hard things that allow you to see reality.

Own It. You align yourself with the mission and priorities of the organization and accept them as your own.

Solve It. When you take this step, you constantly ask the question “What else can I do?” to achieve results, overcome obstacles and make progress.

Do It. This means doing what you say you will do, focusing on top priorities, not blaming others, and sustaining an environment of trust.

Providing experiences that instill the right beliefs: The experiences you provide create the beliefs your people hold. Those experiences form the foundation of the Results Pyramid, which is critical to creating a culture of accountability that’ll drive accelerated organizational change.

Identifying beliefs that generate the right actions: The fastest way to change how people act is to change the way they think. If you help people adopt the new beliefs you want them to hold, they’ll produce the actions you want them to take.

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For over 30 years, the Culture Partners has empowered clients across the world to harness the power of culture. Our human industrial-organizational psychological methods help organizations inspire action by connecting experiences, beliefs, and actions. Our culture management frameworks help thousands of top organizations realize their potential by owning their growth.

We believe in the transformative power of culture to improve the professional and personal lives of people everywhere.

Create a *Culture*
That Means *Business*

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