Category

Consulting

Change Adoption & Culture Transformation Consulting Playbook

Measuring and driving genuine behavior change, not just completing a change management checklist

- Practitioner
- Intermediate
- Template Included

- Mithun A. Sridharan

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- 4 minute(s)

Overview

A framework for change adoption and culture transformation consulting that tracks genuine behavior change against specific, observable indicators — rather than treating a completed communications and training checklist as evidence the change actually took hold.

Isn't change management mostly about communication and training?

Communication and training are necessary inputs, but this playbook's core discipline is measuring whether they actually produced observable behavior change — a checklist of completed activities is not the same as evidence the change took hold.

How do you measure culture change, which seems inherently

qualitative? By identifying specific, observable behaviors that would indicate the culture shift is genuine (not just stated attitudes), and tracking those behaviors directly, covered in the framework below.

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Author

Mithun A. Sridharan Thought Leader

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