



What is Organisational Culture and why should we care?

MONDAY 23 – TUESDAY 24 APRIL | LAUSANNE | EUROPEAN MASTERCLASS

Why do some organisations seem to be identified by their culture and their way of doing things, while other successful organisations keep a low profile and rarely figure in organisational culture debates? Should culture be actively managed or passively responded to and how do social norms affect culture?

Join CRF's upcoming masterclass, held in partnership with IMD Business School, to explore these and other questions. The session will explore various aspects of organisation culture including the effects of technology, increasing globalisations and demographic influences.

WHY ATTEND?

Book your place at this European masterclass and benefit from:

- the opportunity to challenge and expand your latest thinking around organisational culture management
- access to top speakers and experts in the field, sharing their knowledge on the culture challenges organisations are facing
- practical case studies from organisations who are already making progress with organisational culture
- a day of formal and informal peer-to-peer networking, where you can build valuable connections and explore how other companies are handling similar challenges.

The masterclass offers a great opportunity to reflect on current organisational practices and explore new ideas based on academic research and practical insights from other HR leaders.

REGISTRATION

CRF International members qualify for two places as part of their annual membership (excluding travel and accommodation). To register for this event please contact Athena Kitching on **+44 (0) 20 3457 2640** or at athena@crforum.co.uk.

DATE

23rd – 24th April
Day One: 16.00 – 18.30
(followed by dinner)
Day Two: 08.30 – 15.00

VENUE

IMD Business School
Chemin de Bellerrive 23
Lausanne, 1003, Switzerland

"CRF seems to get it consistently right about what the key topics are, that we as HR professionals are wrestling with. In my opinion, their research papers are highly relevant and valuable and the conferences attract people at the highest level in HR. Their European arm is also proving to be a useful networking forum for like-minded individuals."

JENNIFER MONON, SENIOR HR DIRECTOR, ING

THE SPEAKERS



Professor John Weeks is Professor of Organizational Behaviour at IMD. He specialises in issues of organisational culture, leadership and change. He is particularly

interested in how organisational cultures evolve, how effective leadership is shaped by culture while at the same time changing the culture.



Quintin Heath is an accomplished HRD with expertise in transforming businesses through cultural change, organisational redesign and organisational effectiveness programmes.



Garry Ridge is the President, Chief Executive Officer and Director at WD-40. He is responsible for developing and implementing high-level strategies, all

operations, and the oversight of all relationships and partnerships for the company.

ABOUT CRF

Corporate Research Forum's (CRF) purpose is to increase the effectiveness of the HR function in order to drive sustained organisational performance, through developing the capability of HR professionals.

With a network of over 200 leading organisations, including 40% of the FTSE 100, CRF continues to grow as the respected focal point and knowledge source for improving corporate and individual performance.

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