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- Understand, define and measure their organisation's culture.
- Position their organisation's culture: aligning it with the business strategy.
- Avoid the common mistakes of "culture change" programmes.
- Keep their culture dynamic, responsive and resourceful.

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Dr Naomi Stanford is an organisation design practitioner, teacher, and author. She is the author of six books: Organization Design: The Practitioner ' s Guide, Organization Design: Engaging with Change, Organization Design, the Collaborative Approach, The Economist Guide to Organisation Design, Corporate Culture: Getting it Right (also an Economist publication) and Organizational Health: an ...

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