



# Positive *Culture* Academy

Do you need to change your organization? Do you need your team to be more:

Engaged,  
Innovative,  
Competitive,  
Agile,  
Collaborative, and  
Productive?

Then develop a Positive Culture with Interaction Interventions or Change Circles!



What could you personally do to create a (more) positive culture where people and performance thrive? It is more than you think....

**Culture is copied  
via (inter)actions.**

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You can start positive change, regardless of your position, without needing permission or resources. With Interaction Interventions you can engage others and bring back the ideas and energy that people need to thrive and to perform at their best. With Change Circles you can transform the whole organization.

The fascinating research shows what can happen in a positive culture: People and performance thrive! Positive organizations are proven to be better at change, more innovative, competitive, profitable, and also contributing more to the world.



"This Academy is based on research and is also practical. The questions form an excellent checklist to diagnose a situation and find paths for change. Very insightful."

Claude Emond, Management Consultant,  
Canada

The book "Developing a Positive Culture" is the basis of this Academy. It presents a wide range of culture research and tools, shows what a positive culture entails and proposes easy-to-do Interaction Interventions or Change Circles to develop a more positive culture. It's a positive toolbox!

The online Positive Culture Academy goes further. The focus is on how you can personally contribute to a positive culture in your organization or with your clients. This is the customized "How-To" for your organization, with help from culture & change consultant Marcella Bremer.

**Enroll if you are a leader, middle manager, team supervisor, HR professional, consultant, coach or employee who wants to make a positive difference.**

## The Book: Developing a Positive Culture where People and Performance Thrive

### Part 1 What & why of Positive Culture and Change

What is Culture and why does it matter?  
Why develop a Positive culture?  
Which culture tools can you use?  
What should change?

### Part 2 Who: Personal Preparation

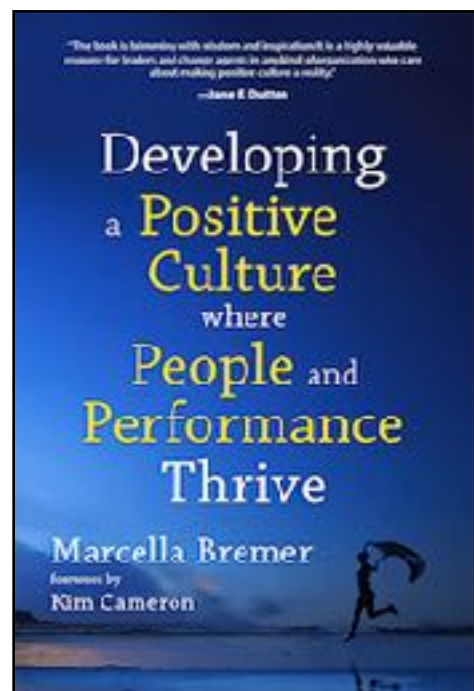
Personal Preparation: Who should change first?

### Part 3 How: Interaction Interventions

Interactions: How do you interact?  
Interventions: with whom and how?  
Interaction Interventions for leaders

### Part 4 How: Change Circles

Why and how to use Change Circles?  
Change Circles in Action



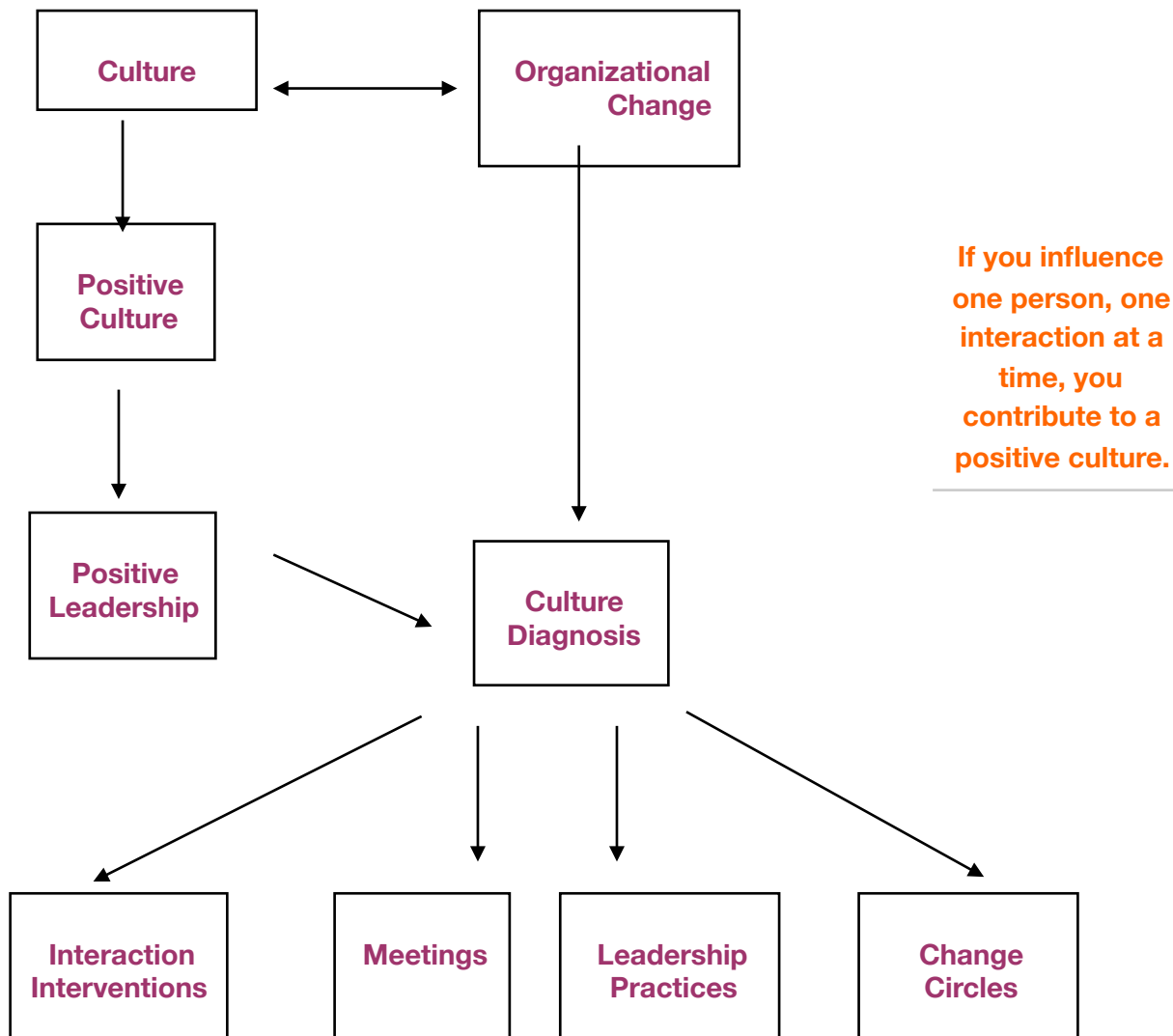
**Get the Positive Culture Book [here](#).**

## The Curriculum

The curriculum focuses on part 3 of the book: the How of Interaction Interventions to develop a (more) positive culture. We'll cover the basics of parts 1, 2 and 4.

### Core Concepts

The theoretical core concepts of this course are:



### Video lectures and checklists

The curriculum offers 22 lectures (streaming online video), and downloadable checklists and reflection questions, and a Personal Preparation e-Book.

Each lecture ends with questions and individual assignments.

### Private LinkedIn group and partner work

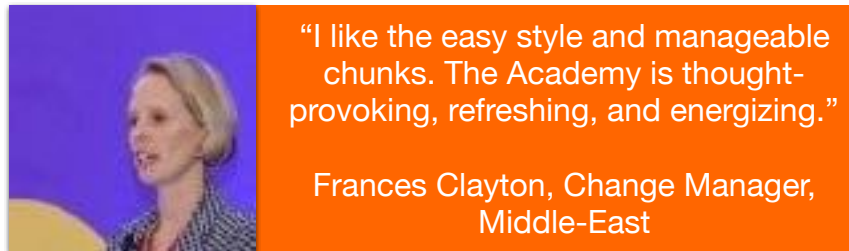
It's recommended to share your answers, experiences, and questions in the private dialogue group on LinkedIn. It's also insightful to meet with one other learner to exchange experiences and practice the tools via Skype, Zoom, or by phone.

### Monthly conference call

There will be one Academy conference call per month where we exchange experiences, give support, and answer questions. We aim to make a recording for those who can't attend.

### Certification

If you want to receive a certificate, you submit a Positive Culture Plan for yourself, your team, or your client organization. This program is valid for 24 PDCs for the SHRM-CPSM or SHRM-SCPSM.



**Optional:** Individual consulting in 3 private conference calls with Marcella Bremer at an additional fee. Get your personal support to develop a positive culture in your workplace!

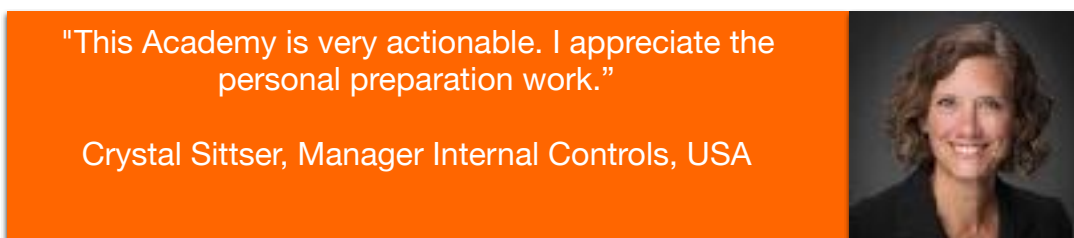
### Class or Self-paced?

The curriculum can be self-paced if you wish. You can watch the videos, do the assignments, join the LinkedIn group, team up with another participant, and attend the Academy conference calls.

If you prefer to learn with and from others who follow the same pace, it's best to start with a class. A class makes it easier to practice with others who are in the same module. You can download the next Class Time Sheet from the website. The class is 14 weeks. The average workload is 2 hours per week.

**A conversation  
with one is a  
conversation with  
all.**

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Curriculum		Timing for classes:
<b>Module 1</b> <b>Who, Why and What of Culture</b>		
3 lectures: Introduction, Why develop a Positive Culture? What is Culture?	Questions and assignments	WEEK 1
<b>Module 2</b> <b>Positive Culture</b>		
2 lectures: What is a Positive Culture?, Positive emails	Partner work Questions and assignments	WEEK 2
<b>Module 3</b> <b>Personal Preparation 1</b>		
1 lecture: How to see the Positive and Be Positive	Academy Conference Call 1 Questions and assignments	WEEK 3
<b>Module 4</b> <b>Personal Preparation 2</b>		
2 lectures: See People as People, Raise the Positivity Ratio	Questions and assignments	WEEK 4
<b>Module 5</b> <b>Organizations and Change</b>		
1 Lecture: Organizations as Networks	Partner work, Questions and assignments	WEEK 5
<b>Module 6</b> <b>Interaction Interventions</b>		
2 Lectures: Interaction Interventions, How to ask Positive Questions	Questions and assignments	WEEK 6
<b>Module 7</b> <b>Positive Action</b>		

**POSITIVE CULTURE ACADEMY**

2 Lectures: Random acts of Kindness, Positive Peers	Academy Conference Call 2, Questions and assignments	WEEK 7
<b>Module 8</b> <b>Diagnosis and Dialogue</b>		
2 Lectures: Dyads or Triads, Silence, Violence or Dialogue?	Partner work, Questions and assignments	WEEK 8
<b>Module 9</b> <b>Safety and Honesty</b>		
2 Lectures: Feedback, Respond to restore Safety	Questions and assignments	WEEK 9
<b>Module 10</b> <b>Energize your Meetings</b>		
2 Lectures: Positive Meeting Ideas, Liberate your meetings	Questions and assignments	WEEK 10
<b>Module 11</b> <b>Positive Leadership</b>		
2 lectures: Safety and Dialogue for leaders, more positive practices	Academy Conference Call 3, Partner work, Questions and assignments	WEEK 11
<b>Module 12</b> <b>Change Circles</b>		
Lecture: Change Circles	Questions and assignments	WEEK 12
<b>Module 13</b> <b>Personal positive culture plan</b>		
Lecture: Your personal positive culture plan		WEEK 13
<b>Module 14 Wrapping it up</b>		
Submit your personal culture plan, evaluation	Academy Conference Call 4, Partner work, Submit your plan	WEEK 14
<b>Certification if you qualify</b>		

**Learning outcomes**

You'll learn and practice easy-to-do Interaction Interventions that invite your team to:

- \* Notice and amplify what is already working well
- \* Improve performance toward “positive deviance.”
- \* Engage with the others and their job and “lean in” instead of lean back
- \* Contribute more and better ideas and energy to the team
- \* Collaborate more and support others
- \* Take ownership of their actions and outcomes

**What you tolerate becomes normal.**

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- \* Align their values and purpose with the organization
- \* Benefit from the art of dialogue
- \* Be agile and ready to change if needed
- \* Learn from mistakes, experiment, fail fast and innovate
- \* Ask critical questions to improve plans, Ask more, and assume less
- \* Be authentic, open, and trust the team



“The videos are good and the checklists make me think about what I can apply. This Academy is motivating, thoughtful, applicable.”

Dolores Fabregas, Regional sales manager, USA

### After engaging in the program:

- \* Your team or organization could develop a more positive, productive culture
- \* The team's performance could tend toward positive deviance
- \* Agility and change-readiness tend to go up
- \* Innovation, learning and creativity might increase
- \* Collaboration and support may improve
- \* Engagement and ownership might surprise you
- \* People tend to have more fun, be faster and develop their potential

**What is normal gets copied by everyone else.**

This program is valid for 24 PDCs for the SHRM-CPSM or SHRM-SCPSM.



“High quality content delivered in digestible bits. Inspiring!”

Vadivu Govind, Consultant, Singapore







## Who's teaching?

Marcella Bremer MScBA is an author and culture & change consultant. She helps leaders, HR-professionals, consultants, and others contribute to a positive workplace. Her personal website is at [www.marcellabremer.com](http://www.marcellabremer.com)

She is the co-founder of the culture survey website [www.ocai-online.com](http://www.ocai-online.com) that provides Cameron & Quinn's validated Organizational Culture Assessment Instrument (OCAI) online. She works on organizational culture with global clients.

Marcella published "Organizational Culture Change: Unleash your Organization's Potential in Circles of 10," and her latest book is: "Developing a Positive Culture where People and Performance Thrive".

She founded the online Positive Culture Academy at [www.positive-culture.com](http://www.positive-culture.com). The Academy focuses on how you can personally contribute to a positive, productive culture in your organization.



Her Leadership & Change blog offers weekly inspiration about positive leadership, culture, and change at [www.leadershipandchangemagazine.com](http://www.leadershipandchangemagazine.com).

Marcella is a founding member of the Institute for Culturally Adaptive Leadership (ICAL), faculty member of the Academy of Culture Ambassadors, contributor at Culture University, the Berlin Change Days, the International Society for Organization Development & Change (ISODC) and guest blogger at Lead Change Group. She graduated from Rotterdam School of Management in 1990.

Feel free to connect with Marcella on social media, for instance on [LinkedIn](#).

**Enroll today and start developing a (more) positive organization!**



[Register here](#) to start this positive journey!

[Email Marcella](#) if you have questions or want to apply for the private consulting track.

We can thrive at work, achieve extraordinary performance and make a meaningful contribution to the world! I hope you'll start with your (client) organization or team. There is so much you can do right away – and you can do it within any old-fashioned hierarchy and, yes, also with your co-workers.

May this Positive Culture Academy serve you to develop a positive and productive organization!

Marcella Bremer & Marcel Lamers  
co-founders of the Positive Culture Academy



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*Disclaimer: The Positive Culture Academy cannot guarantee your results even though all content is research-based. Applying the advice and lessons is your own responsibility.*