



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.**

You can start positive change, regardless of your position, without needing permission or resources. With Interaction Interventions you engage the others and bring back the ideas and energy that you and your team need to thrive and excel at the same time. With Change Circles you can even transform the whole organization!

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

The book “Developing a Positive Culture” is the basis of this Academy. It offers a wide range of culture theories and tools, shows what a positive culture is and proposes easy-to-do Interaction Interventions or Change Circles to develop a more positive culture. It’s a positive toolbox!

A conversation
with one is a
conversation with
all.

The online Positive Culture Academy goes even further. The focus is on how you can personally apply the tools from the book in your organization. It is the customized “How-To” for you and your team, with help from culture change consultant Marcella Bremer.

Enroll to develop a positive organization! Welcome to all you “Positive Agents”, whether you are a leader, middle manager, team supervisor, HR professional, consultant, coach or employee.

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?

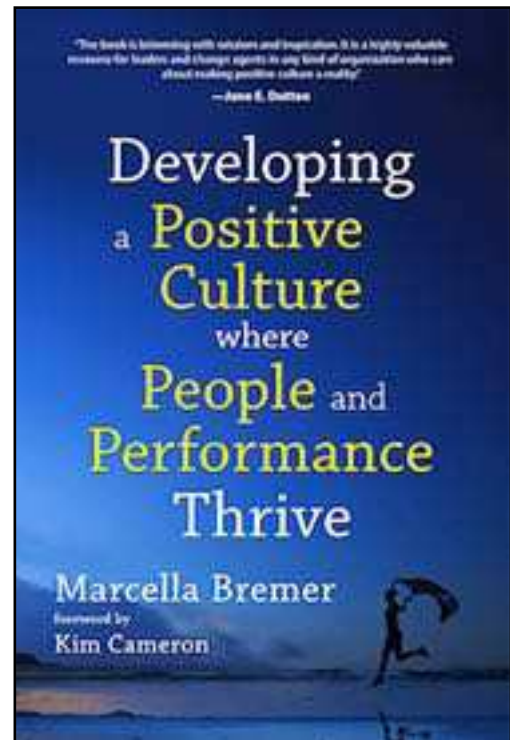
Part 3 How: Interaction Interventions

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

Reflection questions help you apply what you read.
Readers are entitled to download the free work book!



Paperback, 305 pages. Publisher: Motivational Press. ISBN: 978-1628654400. Available on Amazon, Alibris, Book Depository, Indiebound and Barnes & Noble.

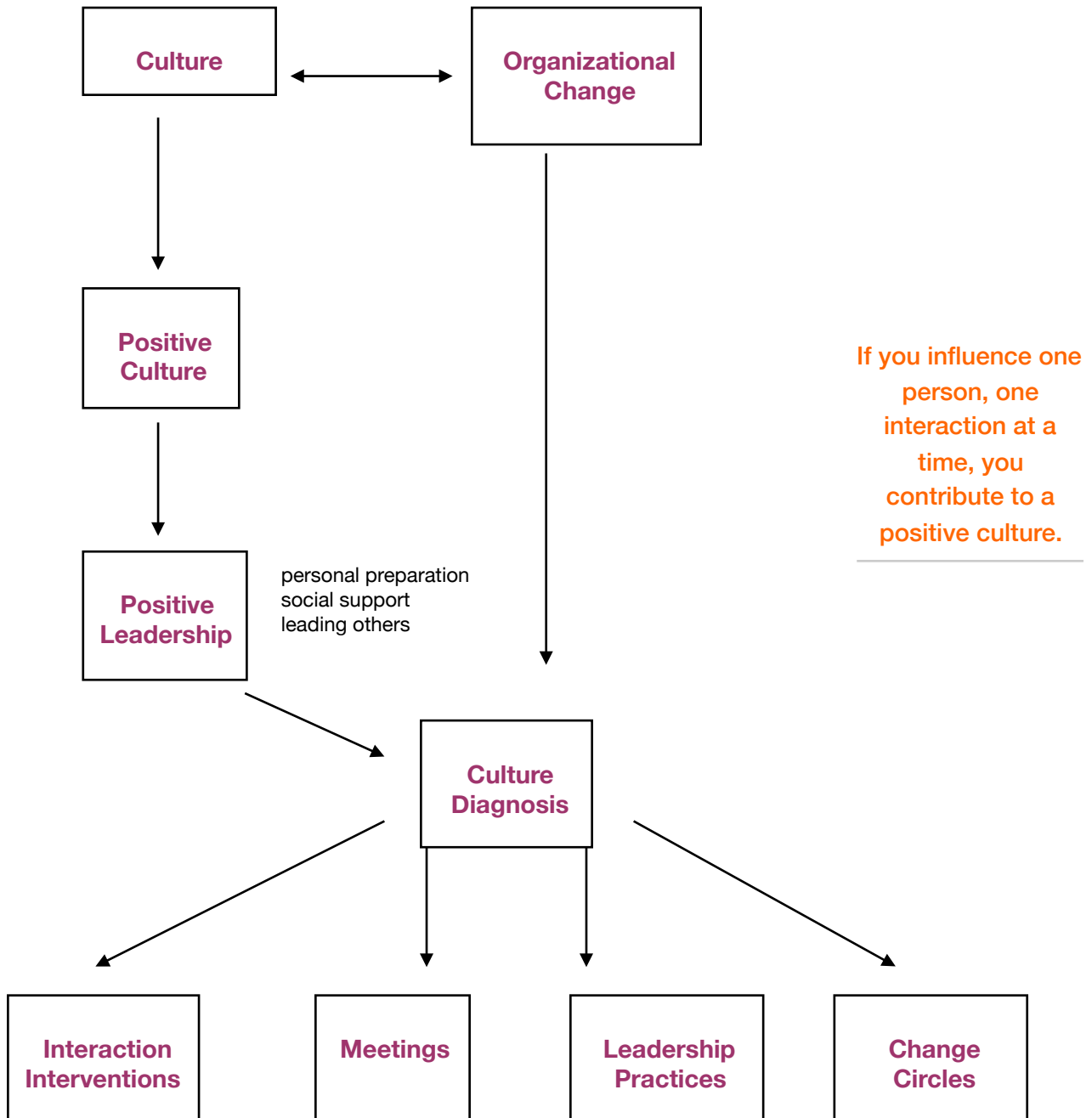
Grab your copy today at www.amazon.com/Developing-Positive-Culture-People-Performance/dp/1628654406/

The Curriculum

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

Core Concepts

The theoretical core concepts of this course are Culture, Positive Culture, Organizational Change, Positive Leadership, Culture Diagnosis, and Interaction Interventions.



The Curriculum consists of 22 lectures (offered as streaming video online), 16 downloadable PDFs with check lists, and a Personal Preparation e-Book.

POSITIVE CULTURE ACADEMY

Each lecture ends with questions and individual assignments. You are expected to report your outcomes, and any questions you may have in the class's private dialogue group. You will also be asked to team up with one partner in this class and to meet for at least 4 conference calls. In addition, there will be 4 conference calls with the whole class. If you can't make the live conference calls, you can watch the recording.

You finish with your personal Positive Culture Plan if you'd like to receive a certificate.

Optional: 3 calls for individual consulting in a private conference call at an additional fee. There are 10 spots for learners who'd like to have this personal support to develop a positive culture in their workplace.



Curriculum		Spring Class 2018
WEEK 1 Who, Why and What of Culture		Monday April 2 until Sunday April 8
3 lectures: Introduction, Why develop a Positive Culture? What is Culture?	Questions and assignments	WEEK 1
WEEK 2 Positive Culture		Monday April 9 until Sunday April 15
2 lectures: What is a Positive Culture?, Positive emails	Partner work, Questions and assignments	WEEK 2
WEEK 3 Personal Preparation 1		Monday April 16 until Sunday April 22
1 lecture: How to see the Positive and Be Positive	Class Conference Call 1, Questions and assignments	WEEK 3
WEEK 4 Personal Preparation 2		Monday April 23 until Sunday April 29
2 lectures: See People as People, Raise the Positivity Ratio	Questions and assignments	WEEK 4
WEEK 5 Organizations and Change		Monday April 30 until Sunday May 6

POSITIVE CULTURE ACADEMY

1 Lecture: Organizations as Networks	Partner work, Questions and assignments	WEEK 5
WEEK 6 Interaction Interventions		Monday May 7 until Sunday May 13
2 Lectures: Interaction Interventions, How to ask Positive Questions	Questions and assignments	WEEK 6
WEEK 7 Positive Action		Monday May 14 until Sunday May 20
2 Lectures: Random acts of Kindness, Positive Peers	Class Conference Call 2, Questions and assignments	WEEK 7
WEEK 8 Diagnosis and Dialogue		Monday May 21 until Sunday May 27
2 Lectures: Dyads or Triads, Silence, Violence or Dialogue?	Partner work, Questions and assignments	WEEK 8
WEEK 9 Safety and Honesty		Monday May 28 until Sunday June 3
2 Lectures: Feedback, Respond to restore Safety	Questions and assignments	WEEK 9
WEEK 10 Energize your Meetings		Monday June 4 until Sunday June 10
2 Lectures: Positive Meeting Ideas, Liberate your meetings	Questions and assignments	WEEK 10
WEEK 11 Positive Leadership		Monday June 11 until Sunday June 17
2 lectures: Safety and Dialogue for leaders, more positive practices	Class Conference Call 3, Partner work, Questions and assignments	WEEK 11
WEEK 12 Change Circles		Monday June 18 until Sunday June 24
Lecture: Change Circles	Questions and assignments	WEEK 12
WEEK 13 Personal positive culture plan		Monday June 25 until Sunday July 1
Lecture: Your personal positive culture plan		WEEK 13
WEEK 14 Wrap-up		Monday July 2 until Sunday July 8
Finish your personal culture plan, evaluation	Class Conference Call 4, Partner work, Your plan	WEEK 14
WEEK 15 Certification		Monday July 9 until Sunday July 15

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
- * 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

What you tolerate
becomes normal.

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

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



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.



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

What is normal gets copied by everyone else.

She is the co-founder of the culture survey website 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. 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.

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](#).

Practical details: the Spring 2018 Class

14 weeks from April 2 until July 15, 2018.

Estimated workload: 2-4 hours per week. Actual workload depends on how much you engage and apply in your workplace.

Regular pricing for this interactive, online Positive Culture Academy will be \$ 497. In Europe, VAT may apply.

However, until March 26, 2018, enrollment will be spectacular:

We start at \$ 49 for the first 10 early birds who enroll! The next 10 people pay \$ 59, the 10 after that pay \$ 69, and so on in brackets of 10 people until we reach 100 learners.

Before March 26, you will never pay more than \$ 149, guaranteed.

That's my way to welcome and support all you positive early birds!

After March 27, enrollment is available at the regular fee of \$ 497.

We ask a small favor if you enroll with a discount: we'd like to receive your feedback and like to publish your testimonial as a reference for future students.

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

[Register here](#) to reserve your spot!

[Email Marcella](#) if you want to apply for one of the 10 spots in the private consulting track.

We can thrive at work, achieve extraordinary performance and make a meaningful contribution to the world! I hope you feel that vibe and you're looking forward to getting started with your organization. There is so much you can do right away – and you can do it within any old-fashioned hierarchy and, yes, even with your co-workers.

May this Positive Culture Academy serve you and may your organization be positive and productive!

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

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

