



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 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

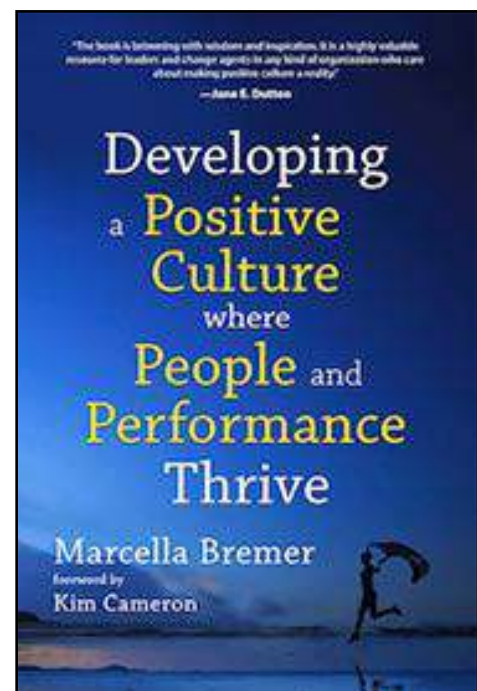
Personal Preparation: Who should change first?

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



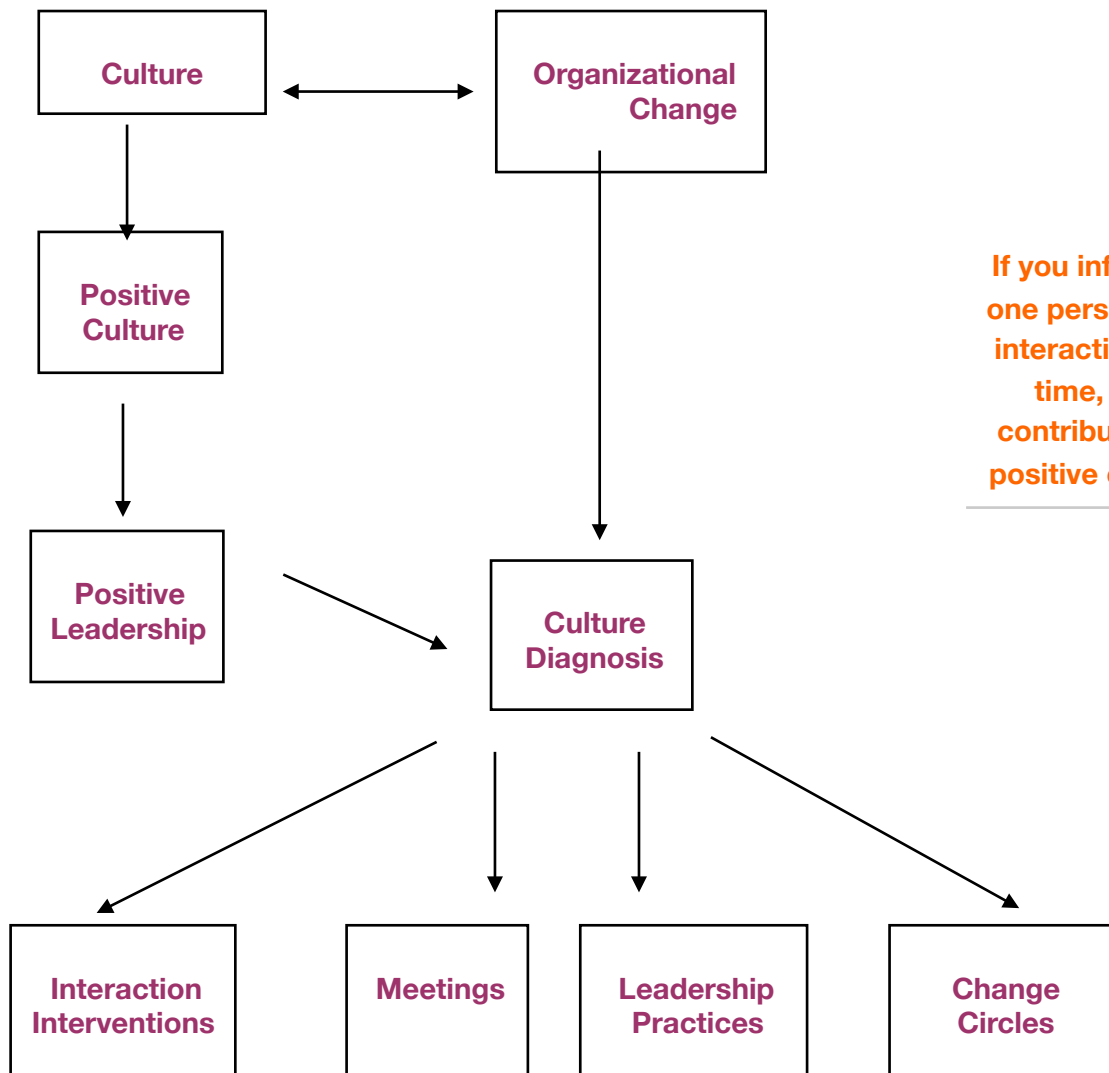
Get the Positive Culture Book [here](#).

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:



If you influence one person, one interaction at a time, you contribute to a positive culture.

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

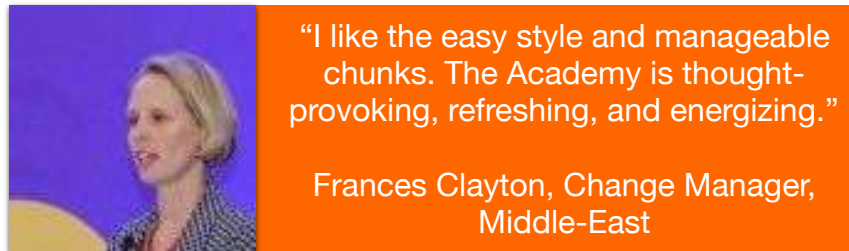
It's recommended to share your answers, experiences, and questions in the private dialogue group on LinkedIn. It's also insightful to meet with one other learner to exchange experiences and practice the tools via Skype, Zoom, or by phone.

Regular conference calls

There will be regular conference calls where we exchange experiences, give support, and answer questions. When a call is organized you'll be notified by email.

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!

Self-paced learning, or organize a class

The curriculum is self-paced. 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, you could organize your own class with colleagues, friends, or peers. A class makes it easier to practice with others who are in the same module. The recommended schedule for this Academy is 14 weeks. The average workload is 2 hours per week.

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

Academy for Teams

Doing this Academy with your team or making it available to the leaders in your organization is very effective. You can expect accelerated learning and application of the tools to fit the specifics of your team or organization. Please email us how many people would need access and we'll send you a proposal. Let us know if you'd like to add online private consulting for your team. Let's develop more positivity and productivity!

"This Academy is very actionable. I appreciate the personal preparation work."

Crystal Sittser, Manager Internal Controls, USA





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

POSITIVE CULTURE ACADEMY

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

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.

- * 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

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](https://www.linkedin.com/in/marcellabremer).

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

POSITIVE CULTURE ACADEMY

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

[Email Marcella](#) if you have questions or want to apply for the private consulting track or if you'd like a proposal for your team or organization. Please include the number of people that would need access to the Academy. Additional private online consulting for teams may be insightful.

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

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



“The videos are great. This course gives us tools and talking points! Insightful, methodical, achievable! I love the way Marcella presents and how she uses examples from her own experience.”

Samantha Schreiner, People Operations (HR)
Professional, USA



“This academy offered me a useful framework to translate the essential parts of a positive culture to client organizations. Recommended!”

Wil de Groot-Bolluijt, Change Manager, Netherlands

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.