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Titolo	Strategic Culture Hacks : A Framework for Shaping Corporate Culture / / by Josef Herget
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ISBN	3-662-66827-0
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Descrizione fisica	1 online resource (127 pages)
Disciplina	658
Soggetti	Management Strategic planning Leadership Personnel management Business Strategy and Leadership Human Resource Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. culture hacks - basics and classification -- 2. significance and examples of culture hacks in practice. 3. developing the best effect - when and where to use?- 4. how to prepare culture hacks successfully -- 5. successful implementation - how to get culture hacks into the system -- 6. inventory of culture hacks - some further suggestions -- 7 dynamic design of culture hack processes -- 8. evaluation and optimization - how do culture hacks work?- 9. avoiding mistakes - mastering challenges. Guard rails for sustainable success -- 10. Culture Hacks as instruments for personnel and organizational development.
Sommario/riassunto	Culture hacks are an agile instrument for bringing the desired corporate culture to life in everyday operations. They keep the postulated values in focus and ensure the necessary reflection of daily activities. Culture hacks address the mindset and specific behavior, thus making the corporate culture tangible for all employees at every level of the hierarchy. Corporate culture, increasingly recognized as an important issue, is the focus of this book. Culture hacks represent a

key element in shaping corporate culture. The topic is still relatively new, and the book is the first to present a comprehensive concept for the strategic use of culture hacks. It bridges the gap between corporate strategies and operational processes. The concept presented is very pragmatic: specific models, tools, design principles and roadmaps clarify and accompany the implementation in operational practice. The book creates a framework for the targeted and strategic use of culture hacks to optimize corporate culture.

The Content

- What are culture hacks?
- Strategic Hacks - Nudging - Tips & Tricks
- Irritations and pattern breaks as ways to change behavior
- Mindset and behavior - addressees of interventions
- Impulses through and for New Work, Management 3.0 and Agility
- Culture hacks as a guerrilla strategy
- Proven design principles - suitable fields of application
- Personal and organizational maturity levels
- How they can be integrated into everyday business life
- Inventory and roadmaps - Drawing from a pool of knowledge
- Dynamic design of culture hack strategies
- With digressions on paradoxical intervention, empathy, psychological safety, mindset and behavior
- Successful implementation - Do's and Don't's
- Numerous examples illustrate the process

The author Prof. Dr. Josef Herget combines many years of experience in research with international consulting activities. He has taught at various universities in Europe and managed several companies. He is director of the "Excellence Institute - Research & Solutions" in Vienna and a sought-after speaker, consultant and coach. The translation was done with the help of artificial intelligence. A subsequent human revision was done primarily in terms of content.
