

# Top Five Reasons why Culture Change Fails

Prepared by The Sewells Team

## Reason One

### *Culture change can't be mandated*

All your people's hearts and minds need to be won in order to change the mindsets, attitudes and behaviours that create the culture in the first place ... you can inspire, or manipulate.

Which one works do you think?

## Reason Two

***Culture change requires inspirational leadership to drive it!***

Most companies try to change culture without changing the leadership style of the key players – most leaders don't role model the new attitude and behaviours. Their people know when they are paying “lip service” to the culture change.

## Reason Three

### *Culture change must start with small wins*

Too many companies start by trying to become the “best in the world”. People don’t believe it (and nor should they). Big ambitions are fine, but you must have a route map – you can’t take people to a place they don’t believe exists.

## Reason Four

***Culture change is about improving performance in all areas***

It's not all about “dress down days”, “cake baking” or even “cake eating” competitions! ...  
It's about continuously driving business improvements and this must be the priority.

## Reason Five

*Culture change is specialised work and needs to be driven from the top*

Your new HR Manager “*who’s been involved in culture change before*” cannot drive this – support it, yes ... drive it, no! It **must** be driven from the top.

**If you don't know where to start, or  
need any further help or advice  
creating lasting culture change then  
please do not hesitate to pick up the  
phone or email us – remember, we're  
here to help**

Contact us by phone 01244 681068 or email [sales@sewells.com](mailto:sales@sewells.com)

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