



Joanna Barclay, CPF, CTPF



Barrett Values Centre
BVC Partner and Certified CTT Trainer

BE CERTIFIED & LEARN THE TOOLS TO BUILD YOUR DESIRED CULTURE

CULTURAL TRANSFORMATION TOOLS

PRACTITIONER TRAINING

The CTT Practitioner Training Certification is designed to serve organisations who wish to build a high performing, values-driven corporate culture, and are looking for concrete tools that will engage the leaders, employees and whole organization in the change process. Lifting performance to the highest levels at work, to have a greater fulfilment in life, and to make a contribution to the wider community.

Participants learn how to use Cultural Transformation Tools (CTT), from the Barrett Values Centre, to map, measure and manage organizational change to ensure strategic alignment of goals with desired values and behaviours for successful results. It is designed to give you a deep understanding of the CTT Models and Tools, as well as practical experience on how to apply CTT in your cultural transformation process. The course

also provides an opportunity for your own personal transformation experience.

This program is essential training for Senior Leaders, Human Resource Professionals and Organizational Development Consultants who are responsible for transforming workplace culture. Our goal is to provide practical, hands-on experience to develop your skill and confidence in leveraging the Cultural Transformation Tools (CTT) for leadership development and organisational transformation.

Perhaps you have attended CTT training before? If so, you may wish to re-attend this new training as a refresher. The new training materials and methodologies are redesigned to be more effective in supporting you as a successful CTT Practitioner with your client work.

The program contains material from both CTT 1 and CTT 2 and provides personal and hands-on experience of how to interpret values assessments results, how to deliver leadership assessments feedback, how to select and present a number of dialogue tools from the Get Connected workbook, and more.

Upon successful completion of the programme, you will be certified to use the powerful suite of values-based diagnostic tools with full access to all CTT products and online consulting materials.

ADDITIONAL DESCRIPTION

THIS TRAINING IS CONDUCTED OVER 4 DAYS

DAY 1 focuses on Personal Consciousness: we introduce the concept of cultural transformation and look into the 7 Levels of Consciousness model and your own Individual Values Assessment.

DAY 2 is devoted to Transforming Organizations, covering the Cultural Values Assessments, Merger & Acquisition Compatibility Assessments, and the use of demographics within organisations.

DAY 3 focuses on Leadership Development incorporating Richard Barrett's 7 Levels of Leadership Consciousness, the Leadership Values Assessments tools and live coaching using your own Leadership Development Report. We'll also cover the design of leadership workshops.

DAY 4 is devoted to Direction & Action: it covers the creation of inspiring vision and mission statements (the direction) and, finally, we put everything together into a comprehensive and practical blend creating business transformation using the concept of whole-systems change.

To Get You Started - Upon completion of the course you will have a choice between the following complimentary assessments:

- Small Values Assessment with Individual Values Assessments plots for each person (Value \$1800 USD for up to 20 people)
- Leadership Development Report (Value \$250) to use with a client
- Individual Values Assessment Report (Value \$200 US) to use with a client

Joanna and the Culture Leadership Group may be engaged to guide your next steps, mentor your practice, or support you in delivering complex CTT initiatives.

Cost : \$3,600. – 25% Discount for CTT Part 1 Consultants

Registration : www.CultureLeadershipGroup.com/events

PARTICIPANT TESTIMONIALS:



Jim Warner, Business Transformation Consultant, Denver, USA

Video Testimonial

<https://youtu.be/mz3X0uTq-GI>



Veda Srinivasan, Director, Talent & Culture COE, Dell

“Earlier this year I attended the CTT Practitioner course with Joanna. I chose to attend for two reasons:

- Culture is something that is taken very seriously in my organization and I felt the need to equip myself with more tools in this area.*
- As an HR professional I think we become natural custodians of a company’s culture and hence need to understand the subject in depth. It will definitely add value to the conversations we have with our key business stakeholders.*



I can confidently say that I’ve yet to come across a framework and set of tools that help you work with this space in a more comprehensive yet simple manner.

Joanna’s depth of knowledge in this subject and the richness of examples, where she has applied the tools, made it immensely valuable for a practitioner like me. She has an easy going style that creates a class environment very conducive to sharing and learning. Everyone in the group felt comfortable talking openly about their challenges and exploring layers of meaning in the reports. A very necessary aspect when you’re talking about something as personal and significant as values

I strongly recommend this course for anyone who is serious about exploring values, in personal and professional spaces”.



Robynn James, Chief Generosity Officer, IAHV - YES! For Schools

“I went to Joanna for guidance in entering the leadership team of a workplace that was new to me and seemed not to be achieving its full potential. She was able to pinpoint areas of the organization’s culture using the values assessment and my own unconscious tendencies, that shed light on new pathways for growth.

As a result of assessment and Joanna’s advice, we have brought our organizational leadership to a new level, empowering one another and making room for everyone’s strengths and creativity. I feel like we have been led to the summit by an experienced and knowledgeable Sherpa!”



Your trainer Joanna Barclay is a highly effective organisational development practitioner, global keynote speaker, and published author, with over 30 years of diverse experience from around the world. She will guide your learning with a wealth of practitioner knowledge, client case stories, and best practice studies.



ABOUT THE CULTURE LEADERSHIP GROUP



The Culture Leadership Group was founded by CEO Joanna Barclay, published author and global keynote speaker with three decades of industry experience. CLG inspires conscious leadership to build sustainable values-driven organizations. We do this through keynote talks, workshops, cultural transformation, and leadership development programs.



Leadership Development Products



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