

Project Example – Financial Services

Cultural Change – Investment Bank

Situation

- Global Investment Bank has re-defined its Core Values and wants to operationalize the Cultural Change in all Divisions
- Global Investment Bank seeks experienced Project Management for Cultural Change Programme in 2 largest Divisions: Investment Banking and Asset Management

Actions Proost Ventures

- Develop content to be communicated by Global Internal and External Communications of the Bank to Senior Management, employees, regulators, and shareholders
- Develop blueprint for 3-phase roll-out to foster behavioural change, including Communication-from-the-top, Leadership actions, Group strategic initiatives, grass-root Workshops, overhaul of HR tools / techniques / processes / policies,...
- Conduct detailed competitive benchmark on HR, Culture, and Compensation-related initiatives used or being pursued by bulge-bracket Investment Banks
- Facilitate co-ordination between Corporate, Divisional, and Regional Senior Management of client Bank operating a matrix-structure

Project Results

- Cultural Change formally embedded in the Bank's Global Senior Leadership Conference
- Bank-wide and Divisional communication of results

Investment Bank – Culture Change Framework - Global, 20XX -

