



Ninety Nine

UNLOCK THE 1%



About culture

Concrete and
practical

24.04.2025

Sofia





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Concept and topics

«The only really important thing leaders do is create and manage culture. If you don't manage culture, culture will manage you.» - Edgar Shane

The training "About Culture - Concrete and Practical" is suitable for HR managers of companies with staff between 100 and 500 people, or larger companies that would like to upgrade current culture management practices.. The program synthesizes useful and applicable knowledge that would help you begin building a systematic approach to culture management if you have not had such targeted efforts before, or strengthen current culture management practices if this topic has already been a focus of your work as an HR manager.

Within the program::

- we will look at examples and evidence of the impact of culture on work performance and people's engagement, but also on business success.
- you will learn which are the appropriate culture management initiatives, depending on what stage of development your organization is at
- you will get acquainted with different tools for culture diagnostics - their advantages and possibilities
- we will discuss good practices for communicating culture and its affirmation through symbols and rituals.

Content::

Topic 1: What is Organizational Culture?

The influence of culture on business success – examples and evidence to talk about the topic with non-HR managers

Asset or liability – typology of cultures

Topic 2: Cultural Management

- Managing culture at different stages of company growth – what is necessary and advisable to do on the topic of culture, according to the number of people in the company?
- Culture management process

Topic 3: Tools and diagnostics

- Culture Diagnostics – Presentation of Tools, Benefits and Applicability
- Culture Management Tools

Topic 4: Ideas and good practices for:

- Communication of Values
- Events and Rituals that Affirm Values

* The program includes Management Systems materials and concepts that Ninety Nine uses under license..

Trainer



Ivaylo Iliev

Master's degree in work and organizational psychology and a variety of licenses to apply training and organizational development methodologies (CIPD, Human Synergistics, Management Systems, SHL).

Twenty years of experience in conducting leadership development programs, organizational changes and transformations, diagnostics and management of organizational culture.

Specialization

Works intensively with manufacturing companies, medium and large software development companies, importers and distributors of industrial goods. Has experience with projects in Bulgaria, the Netherlands, Romania, Albania.

My focus is on working with fast-growing companies and companies going through changes and transformations.

Registration conditions

Date:

24 April

Registration deadline

4 April

Place of conduct

Sofia

Price per participant

480 euro

Price includes:

- Conducting training
- All necessary training materials

Price does not include:

- VAT



Contact

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