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Culture Change COVID-19

**You can make a difference
How?**



PETRONAS

Agenda

- Understanding culture
- Steps in a cultural observation
- COVID-19 Culture leaders



Behaviours and culture



Social Distance / Hand hygiene / PPE:
These are all behaviours

Each of our behaviours forms the culture

As South Africans:

- Do we have a culture of wearing masks?
- Are we a compliant culture?
- Do we naturally want to shake hands?
- Do we have big personal spaces?
- Do people naturally stand close or far behind you at the supermarket?
- How many years have we done things in the same way?
- Is it easy for any of us to change our ways?

What is culture?



The collective values and attitudes of people in the organization



The knowledge, values, norms, ideas and attitudes which characterize a group of people

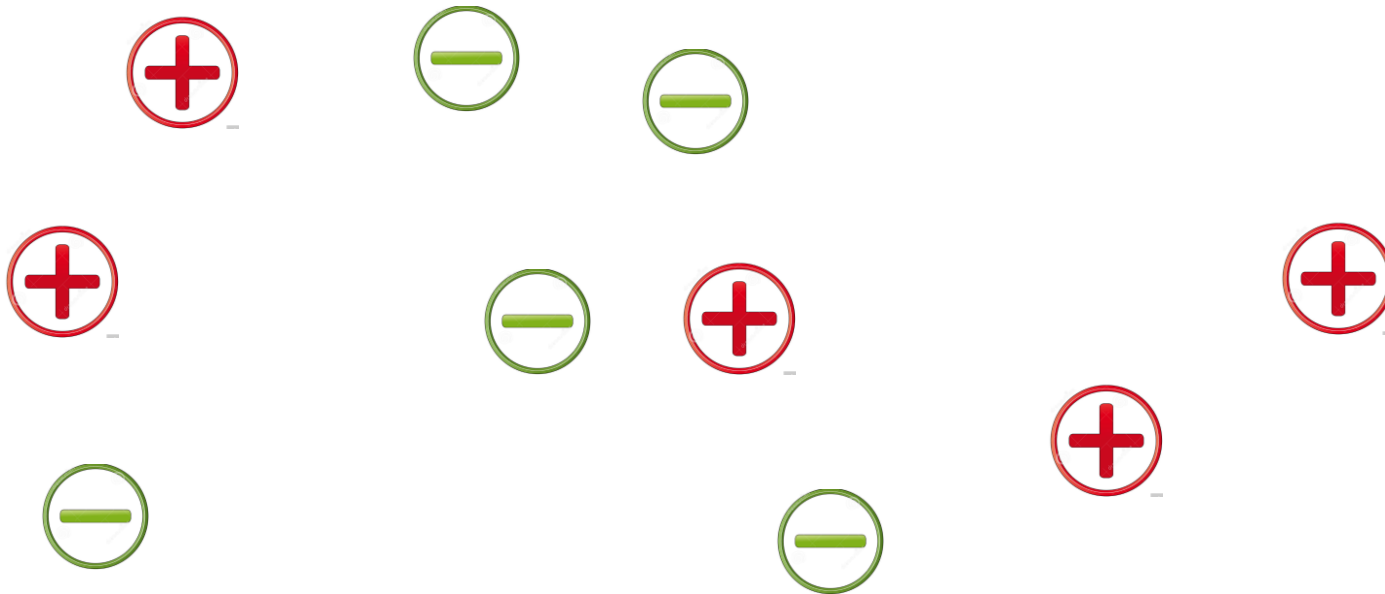


Seldom a unified or homogenous quantity, usually diversified, fragmented and split into sub-cultures



The way we do things around here"

You can help change the culture



How do we change to a new set of behaviours?

Each of us has a circle of influence

- Our families
- Our workplace
- Other workplaces we visit

We are all agents of change: Positive
or negative

Does force work?

**How do you
respond when you
are forced to do
something?**



- None of us like being forced
- It sucks the joy out of the experience
- All of us respond to kindness
- In order to be effective change agents we can choose to be “the change we want to see in the world”

Step 1: Empower yourself

Understanding basic barriers



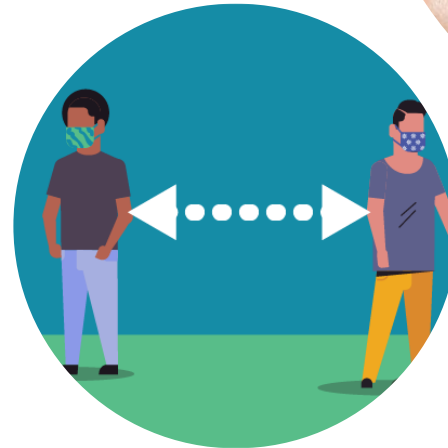
Do people understand that a cloth mask is an isolation device and not PPE?

***Isolation device:** Worn for the protection of others*

***PPE:** Worn for both the protection of others and yourself*

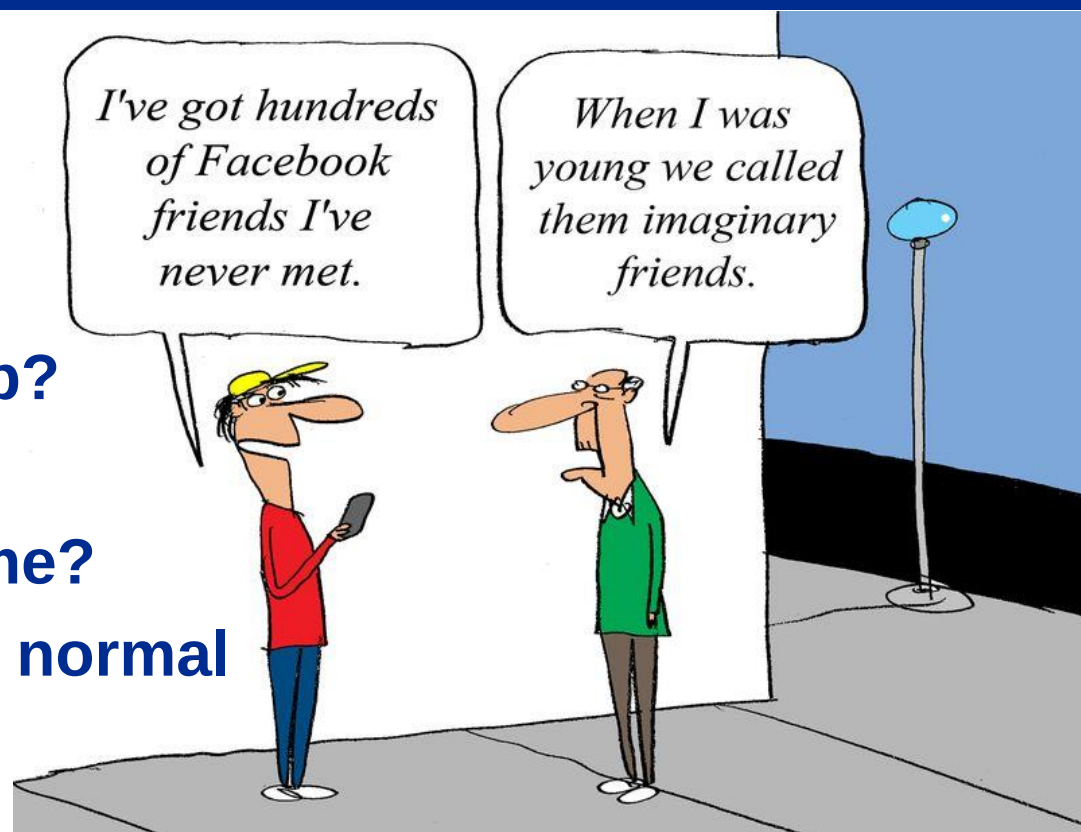
Step 1: Empower yourself

- Do people understand how or when to wash their hands or use hand sanitizer?
- Do people understand the reason for social distancing or even understand what that looks like?

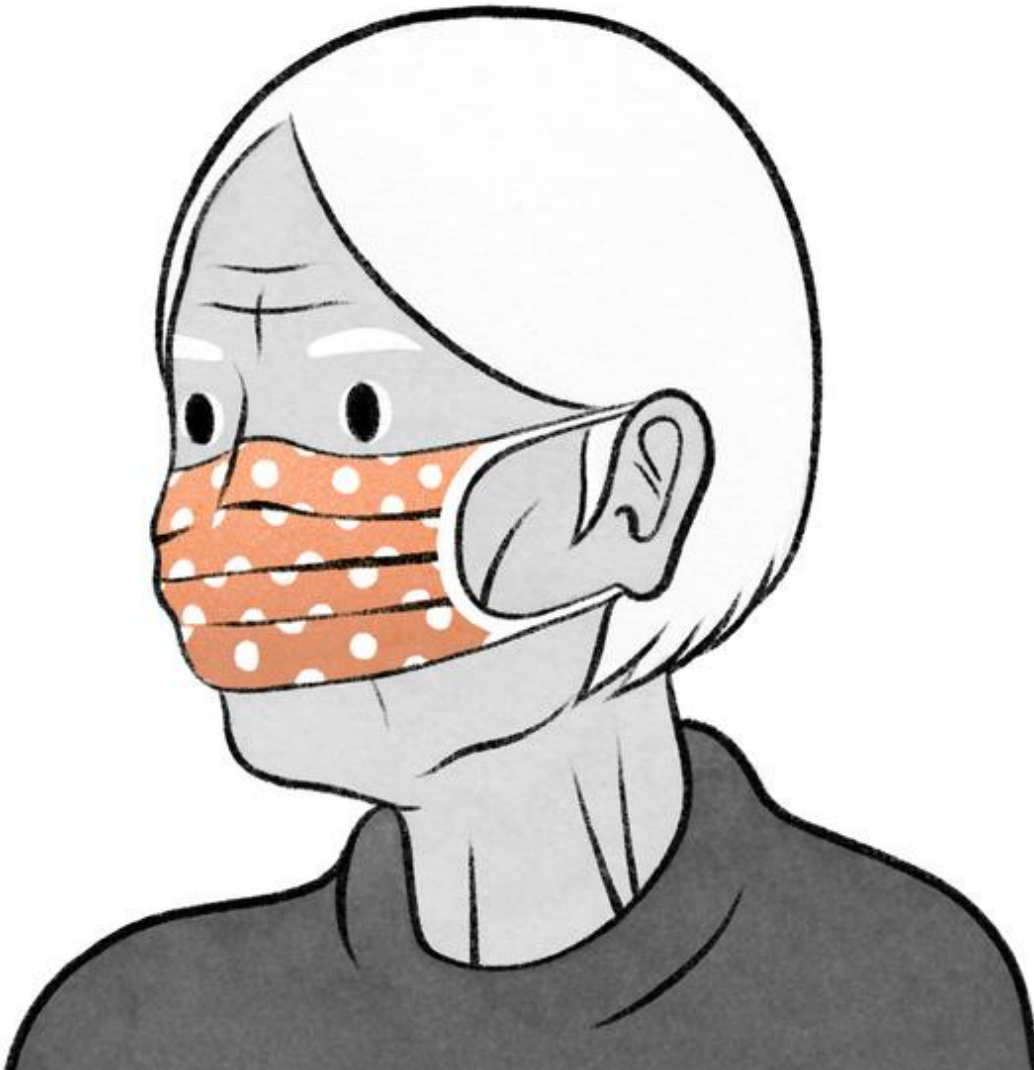


Step 2: Use some EQ

- Do you have relationship?
- Do you have authority?
- Is your influence welcome?
- Allow interaction to be a normal conversation



Step 3: Listen for understanding



**Why are you wearing
a mask with your
chin sticking out?**

Do you assume that
you know the reason
for the non-
compliance?

Step 3: Listen for understanding



Why are you wearing a mask loosely with gaps on the sides?

How to listen:

- Pay attention
- Listen with your body
- Don't interrupt
- Repeat what they said
- Respond to what they said

Step 4: Feedback



Feedback is not a time for personal opinion

- What observable behaviours were involved?
- Your mask is around your neck

The biggest mistake you can make is to talk too much

Step 4: Feedback



Do you know that I am wearing my mask for your protection?

Not wearing your mask makes me feel like you don't care about me

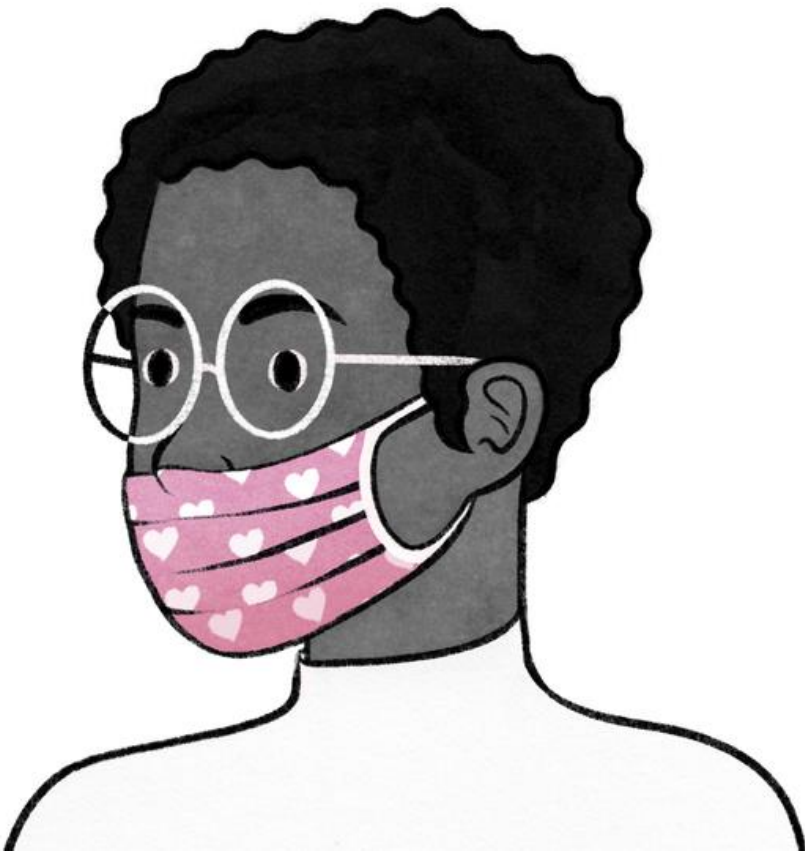
Find the good:

“What you did well was wearing your mask” followed by: “What you can do even better is keeping your nose in your mask”

Step 5: Finishing observation

Encourage:

- Person at the end needs to feel good about interaction



As COVID-19 leaders:

- Lead by example & influence not position
- Be kind
- Ask questions first and find out what the problem at the workplace is before giving direction



- There is a place for consequence management, but at the end of the process and not at the beginning
- NB to follow up any corrective consequence management by focusing on what the person is doing "right", so their overall experience is still positive

Thank you

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