



*Training Course:  
Strategic Organizational Culture Management*

*2 - 6 November 2026  
Madrid (Spain)*

## Training Course: Strategic Organizational Culture Management

Training Course code: MA236578 From: 2 - 6 November 2026 Venue: Madrid (Spain) - Training Course Fees: 5775 € Euro

### Introduction

The **Strategic Organizational Culture Management** training program, designed by **Global Horizon Training Center**, provides participants with a comprehensive understanding of how to strategically develop, manage, and sustain an organizational culture that supports business objectives, employee performance, and long-term organizational success.

The program focuses on the relationship between organizational culture, leadership, employee engagement, and strategic execution. Participants will learn how to assess existing cultural environments, define desired cultural characteristics, implement culture management strategies, and create sustainable practices that reinforce organizational values and performance standards.

### Objectives

By the end of this training program, participants will be able to:

- Understand the strategic role of organizational culture in achieving business objectives.
- Analyze the key elements that shape organizational culture and employee behaviors.
- Assess current organizational culture and identify areas for improvement.
- Develop strategies to align culture with organizational vision, mission, and values.
- Strengthen leadership capabilities in managing and influencing culture.
- Design initiatives that enhance employee engagement and organizational effectiveness.
- Integrate culture management practices into HR and organizational systems.
- Establish approaches for maintaining a strong and sustainable organizational culture.

### Course Methodology

The training methodology combines:

- Instructor-led presentations and strategic discussions.
- Organizational culture assessment activities.
- Practical exercises and workplace scenarios.

- Case studies from successful organizations.
- Group discussions and experience sharing.
- Culture strategy development exercises.

## Organizational Impact

Upon completion of this program, organizations will benefit from:

- Improved alignment between organizational culture and strategic priorities.
- Stronger employee engagement and commitment.
- Enhanced leadership effectiveness in shaping workplace culture.
- Better collaboration, communication, and organizational alignment.
- Increased ability to manage change and transformation initiatives.
- A structured approach for building and maintaining a high-performance culture.

## Target Audience

This program is suitable for:

- Senior Executives and Business Leaders.
- Human Resources Directors and Managers.
- Organizational Development Professionals.
- Change Management Specialists.
- Learning & Development Managers.
- Talent Management Professionals.
- Department Heads and Supervisors.
- Professionals responsible for organizational strategy and workforce development.

## Outlines

Day 1: Foundations of Strategic Organizational Culture Management

- Introduction to organizational culture and its strategic importance.

- Understanding the relationship between culture and organizational performance.
- Key elements of organizational culture:
  - Values and beliefs.
  - Leadership behaviors.
  - Workplace practices.
  - Employee attitudes and behaviors.
- The role of culture in achieving strategic objectives.
- Organizational culture models and frameworks.
- Identifying characteristics of effective organizational cultures.
- Challenges in managing organizational culture.

#### Day 2: Culture Assessment and Strategic Alignment

- Methods for assessing organizational culture.
- Understanding current culture and desired culture.
- Identifying cultural strengths and gaps.
- Analyzing employee behaviors and organizational practices.
- Aligning culture with:
  - Vision and mission.
  - Business strategy.
  - Organizational values.
  - Performance expectations.
- Developing cultural priorities based on organizational needs.
- Creating a culture assessment approach.

#### Day 3: Designing a Strategic Culture Management Framework

- Principles of strategic culture management.
- Defining organizational values and expected behaviors.

- Developing a culture management framework.
- Creating cultural objectives and success indicators.
- Aligning culture with leadership practices.
- Integrating culture into organizational policies and processes.
- Building a culture roadmap and implementation plan.
- Practical exercise: Developing a culture management strategy.

#### Day 4: Leadership Role in Building Organizational Culture

- Leadership influence on organizational culture.
- Developing culture-focused leadership capabilities.
- The role of managers as culture ambassadors.
- Building trust, accountability, and engagement.
- Effective communication of cultural expectations.
- Managing resistance to cultural change.
- Supporting innovation and continuous improvement.
- Creating leadership practices that reinforce culture.

#### Day 5: Sustaining and Measuring Organizational Culture

- Embedding culture into HR and talent management systems.
- Linking culture with:
  - Recruitment and selection.
  - Performance management.
  - Learning and development.
  - Recognition and reward systems.
- Measuring organizational culture effectiveness.
- Developing culture improvement initiatives.
- Maintaining cultural consistency during organizational growth and change.

- Creating a strategic culture action plan.
- Final review and course evaluation

## Registration form on the Training Course: Strategic Organizational Culture Management

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
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info@gh4t.com  
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