BLACKBIRD FOR TRAINING

Creating a Positive Workplace Culture in Organizations

6 – 10 September 2027
Lyon (France)



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Why This Course

A strong workplace culture is more than a “nice-to-have” — it drives employee engagement, productivity, and organizational success. Leaders who understand how to shape culture, foster trust, and motivate teams create environments where people thrive and performance flourishes.

This intensive 1-week program equips leaders with practical tools, insights, and strategies to assess, develop, and sustain a positive organizational culture. Through interactive learning and hands-on exercises, participants gain the skills to influence behaviors, resolve conflicts, and implement culture-changing initiatives that have lasting impact.

What You’ll Learn and Practice

By participating in this program, you will:

- Understand the key components of workplace culture and their impact on organizational performance.
- Develop strategies to promote open communication, trust, and collaboration within teams.
- Learn practical techniques to engage and motivate employees effectively.
- Acquire skills to manage and resolve workplace conflicts while fostering inclusion and respect.
- Create actionable plans for implementing and sustaining positive cultural change.

The Program Flow

Day 1: Understanding Workplace Culture

- Defining organizational culture and its strategic importance.
- Assessing current workplace culture to identify strengths and improvement areas.
- The role of leadership in shaping and reinforcing culture.

Day 2: Effective Communication in the Workplace

- Principles of clear, open, and transparent communication.
- Active listening and feedback techniques for stronger team engagement.
- Overcoming communication barriers to build trust and alignment.



Day 3: Fostering Employee Engagement and Motivation

- Understanding drivers of employee engagement.
- Techniques for recognition, rewards, and motivation.
- Creating growth opportunities and supporting work-life balance.

Day 4: Managing Workplace Conflicts and Diversity

- Identifying sources of conflict and their impact on culture.
- Conflict resolution strategies and practical techniques.
- Promoting diversity, inclusion, and a respectful work environment.

Day 5: Implementing and Sustaining Cultural Change

- Developing actionable cultural change plans.
- Overcoming resistance and embedding new behaviors.
- Measuring progress and sustaining positive culture long-term.

Individual Impact

- Gain a clear understanding of your organization's current cultural landscape.
- Build practical skills in communication, engagement, and conflict resolution.
- Leave with a tailored action plan for driving meaningful culture change.
- Strengthen leadership influence and ability to foster high-performing teams.

Organizational Impact

- Enhance employee engagement, productivity, and retention.
- Promote collaboration, trust, and a positive work environment.
- Reduce workplace conflicts and improve team cohesion.
- Establish a sustainable culture that supports organizational goals and strategy.

Training Methodology

This program combines interactive learning with practical application to ensure real-world impact. Methods include:

- Case studies and group discussions on workplace culture challenges.
- Hands-on exercises in communication, conflict resolution, and engagement strategies.
- Role-playing scenarios to practice influencing behaviors and leading change.
- Tools, templates, and frameworks for immediate implementation.



Beyond the Course

Upon completion, participants will be able to:

- Assess and understand the cultural strengths and weaknesses of their organization.
- Implement strategies that enhance employee engagement and motivation.
- Resolve conflicts effectively and promote an inclusive work environment.
- Lead sustained cultural change that aligns with organizational objectives.
- Build a network of peers for ongoing support and knowledge sharing.

This program provides a structured pathway for leaders seeking to create positive, high-performing, and resilient workplace cultures.

