

RENAISSANCE EVOLUTION

Chief Cultural Officer Course for Global Influence

CONTENT OUTLINE chapter 1

Unit Title: The Epicenter of Opportunity/ Organizational Culture

Length: 1 unit/chapter 1

Learning Objectives

- 1) Allow employees to enter the organization as whole people including culture and expression of culture as a normal interactive opportunity and a value-add to the organization.
- 2) Coordinate the activity, opportunities, behavior expectations, and outcome tracking that supports culture exchange, education, and experience.
- 3) Facilitate the execution of the value proposition arising from holistic support of culture expression and the connection of people to impact.

Understanding the term culture.

Lesson 1

Case study

Nelson is a new hire in XOX Corporation. His recent experience was with an employer who prided themselves in corporate responsibility and civic engagement. XOX Corporation shares some of those values but focuses more on employee development and team building. After his week-long orientation, Nelson sits in the monthly staff meeting. New Markets is the topic of discussion. The leader has asked for comments and ideas on connecting with the community of customers in a more practical way. Nelson reflects on his recent employment experience and considers speaking up to offer his perspective. He is hesitant because he does not want to become a target, disrupt and be seen as a disruptor, or make suggestions before observing the culture more.

1. How do you perceive Nelson's challenge?
2. What concepts or constructs explain what you would do in this situation?
3. How would you, as CCO, encourage his contribution?

Text Reference

Retrieved from **Chief Cultural Officer_2nd Edition by Masiero, R. (2020). pg. 15-17**

Expression

Respecting the whole person is harder than it sounds. Throughout professional history, corporate cultures have been punctuated with secrecy and policies, spoken and unspoken, to leave a part of yourself at home and assimilate to the collective. This means that respecting the whole person is first an unlearning process before becoming a learning process.

Understandably, trust is a consideration here. Employees may be reluctant to be and reveal themselves fully in the corporate environment for fear of being shunned. Yet this blacklisting occurs by self-selection when employees, for example, do not smoke, attend happy hours, or participate in other social organizational activities.

Integrated people are characterized by both performance and vulnerability, perseverance and self-care, confidentiality, and communication.

Vulnerability is never a comfortable proposition. The work environment is an especially important place to "never let them see you sweat." But vulnerability that is expressed within the team can produce positive outcomes overall. The team can

meet the needs of team members proactively rather than waiting for something disruptive or catastrophic to occur in a production cycle. Self-care is critical to high-level functioning in the corporate space. This means knowing how and implementing a routine for anxiety, loss, and interpersonal management. It is as much about what is done outside of work as inside. Many corporations are recognizing the need for training and workspaces or work schedules that support self-care.

Communication is perhaps the most misunderstood and misused element of corporate / organizational expression. Every message does not need to be initiated or curated by the boss. We can share salary information and religious practices.

We can talk politics and religion in the office. We must learn and practice how to do each these with skill, respect, empathy, and intentionality. Individual expression in corporate environments is vital to corporate goals including team building, collaboration, and employee retention. Team building must recognize that conformity is the enemy of grand ideas. Discussion to create compromise or new understanding from dissenting or other perspectives, is vital to innovation. When building teams, this means that people must shift from the idea of getting along with colleagues to facilitating fruitful discussions, disagreement and problem solving must be at the heart of these interactions.

Effective collaboration requires honest communication. Honesty includes the expression of who you are as a person. To leave elements out, threatens to subvert the collaboration before it begins.

Employees that are supported intentionally with environments that respect them holistically are more likely to remain with that company. This decreases the costs of marketing, brain drain, knowledge management and rehiring. It also retains the brain trust and the investment made in the development of the labor force.

Understanding the terms Corporate Behavior

CONTENTS OUTLINE

Chapter 2

Chief Cultural Officer Course for Global Influence Unit

Title: Chapter 2: The Art of Human Connectivity

Length: 1 unit/chapter

Learning Objectives

- 1) Articulate the cultural capital evident within your organization.
- 2) Create mechanisms for mutual benefit within the organization that model external mutually beneficial relationships.
- 3) identify the culture, language, and diversity needs that are needed in the form of new partnerships, new hires, and other relationships.

CONTENTS OUTLINE

Chapter 3

Chief Cultural Officer Course for Global Influence Unit

Title: Chapter 3: Relationship Building Length: 1

unit/chapter

Learning Objectives

- 1) Create synergy through the assessment of individual needs within the collective.
 - 2) Map the relationships that create opportunity for growth and development.
 - 3) Construct a process for scaling relationships that facilitate leverage and sustainability.
-

CONTENTS OUTLINE

Chapter 4

Chief Cultural Officer Course for Global Influence Unit

Title: Chapter 4: Disrupting One Another Length: 1

unit/chapter

Learning Objectives

- 1) Articulate the process of reforming, innovating, and resetting culture in organizations.
- 2) Describe a concept of constructive competition that supports productivity and intrinsic motivation.
- 3) Define synergy in the context of cultural disruption.

CONTENTS OUTLINE

Chapter 5

Chief Cultural Officer Course for Global Influence

Unit Title: Chapter 5: Seeing the Impossible as Possible

Length: 1 unit/chapter

Learning Objectives

- a) Compose a narrative that supports creative thinking.
 - b) Define innovation as a process of vision creation and breaking legacy and/or hindering protocols.
 - c) Articulate the process of evaluating mission and outcome alignment
-

CONTENTS OUTLINE

Chapter 6

Chief Cultural Officer Course for Global Influence Unit

Title: Chapter 6: Creating Greatness Together Length:

1 unit/chapter

Learning Objectives

- 1) Articulate the process of Seeding Vision for collaboration.
- 2) Map a process for evaluating excellence in collaboration.
- 3) Maintain momentum through identification of roles and responsibilities in

CONTENTS OUTLINE

Chapter 7

Chief Cultural Officer Course for Global Influence

Unit Title: Chapter 7: Shaping Evolution in the Global Economy

Length: 1 unit/chapter

Learning Objectives

- 1) Map global trends in the context of cultural competence and the ability to positively leverage those environments.
- 2) Apply concepts of Learning, Economics, and Impact in the context of cultural diversity. “Cultural Camouflage”
- 3) Scaffold a movement based in culture, language, and diversity for economic & social benefits.

CONTENTS OUTLINE

Chapter 8

Chief Cultural Officer Course for Global Influence Unit

Title: Chapter 8: Learning Pillars

Length: 1 unit/chapter

Learning Objectives

- a) Engage and express exchange, education and experience that appreciates and celebrates culture.
- b) Ensure that people who represent the target population are hired to interact with those constituents whenever possible.
- c) Support creativity within identified bounds of culture and promote interactive and ongoing communication as a cultural norm.

CONTENT OUTLINE

Chapter 9

Chief Cultural Officer Course for Global Influence Unit

Title: Chapter 9: Economic Pillars

Length: 1 unit/chapter

Learning Objectives

- a) To bring together social movement and corporate philanthropy to address identified challenges in areas of relevance to the organizational vision and mission.
- b) To promote corporate responsibility.
- c) To create a foundation for wide-ranging impact.

CONTENT OUTLINE

Chapter 10

Chief Cultural Officer Course for Global Influence Unit

Title: Chapter 10: Global Impact Pillars Length: 1

unit/chapter

Learning Objectives

- a) Main objective diplomacy and peace building is enhanced communication, brokering of community benefit, and stabilization of environments.
- b) To create policies that address the economic opportunity, promote business goals, and provide ongoing education and training.

