

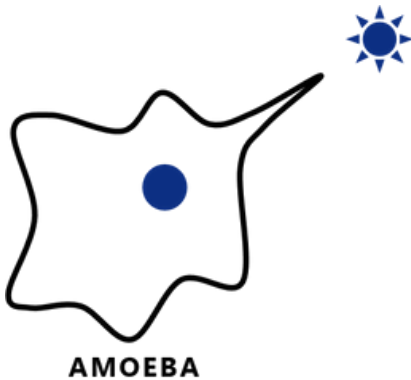
Mastering the AMOEBA of Cultural System Change



Tools and Strategies for Change Agents
to Successfully Diffuse Innovation
and Create Change

5 October 2018

9.00-17.00



Location: Hollandse Club, Event Room Asia 1
22 Camden Park, Singapore 299814

Introductory Offer Course Fee: \$499 (SGD)

Registration: www.SOLsingapore.org

Contact Person: Lauren Houghton



secretary-boardmember@solsingapore.org

EARLY BIRD DISCOUNT: 25% (Until 10 September 2018)

GROUP DISCOUNT: 15 % (Three (3) persons or more).

SOL (SINGAPORE) MEMBERS DISCOUNT: 15%

ONLY ONE DISCOUNT CAN BE APPLIED TO ANY PURCHASE

WHO SHOULD ATTEND

People (i.e. active or latent change agents) interested in effective organizational cultural change tools and strategies, including...

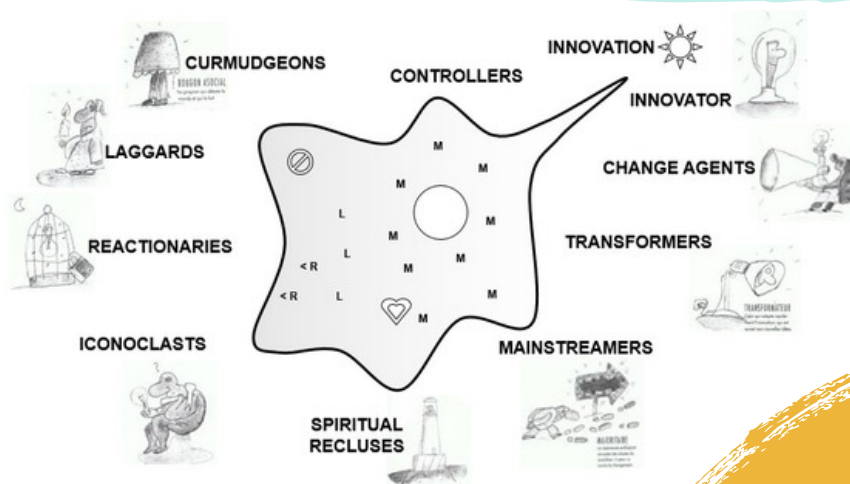
- Public sector officers, young executives and managers responsible for tackling strategic and complex challenges in their respective organizations;
- Business managers and problem solvers who want to improve the success of their disruptive ideas and solutions;
- Entrepreneurs including start-up phase and young professionals working in all sectors;
- Professionals / consultants and coaches working with innovation, change management and corporate sustainability.

Workshop Overview

For people interested in making big change happen in your organisation or general sphere of influence, the AMOEBA will be of keen interest because it underscores the fact that you don't have to change everyone all at once to see change take hold. In fact, trying to do that is a sure way to fail, as is trying to change right away the people who are most likely to oppose your new idea vehemently. These are just two of the traps you can avoid by getting familiar with the "Amoeba of Culture" and the "Anatomy of Cultural Change." This Amoeba workshop will give participants a set of conceptual strategy tools for understanding this process, and will provide simulation experience in seeing those concepts in action. Participants will also have the opportunity to practice applying the AMOEBA concepts and change strategy insights to real-world problems in " that they themselves are currently struggling with.

About AMOEBA

AMOEBA is a tool for understanding, mapping, and planning for innovation adoption and cultural change processes, in organizations of all kinds and sizes. It has two main applications: a cultural system role-playing exercise for use in training programs, and a set of strategy mapping tools to support effective change agency for sustainability.



The Amoeba makes the parallel between natural amoebas and human cultural groups in this way: new ideas and techniques ("innovations") are like food, and a small part of the overall cultural group "stretches the cultural cell membrane" in search of these new ideas, systems and technologies. If and when these Innovators and Change Agents are successful in developing these new ideas and getting them absorbed into the main body of the cultural "amoeba," the entire amoeba is moved ... and changed, and even sometimes transformed.

The primary aim of the Amoeba is to empower Change Agents, by helping them to understand the role they are playing, the roles played by others in their communities and organizations, and the dynamics affecting the innovation and change process.

Workshop Trainer



Robert Steele is Founder and Director of Sustainability Asia, a multi-disciplinary Thailand based consultancy that works closely with the region's stakeholders to build capacity and find long-term solutions to our most challenging sustainability challenges.

Robert is a regional expert and practitioner in integrative sustainability planning and assessment; systems thinking and organizational culture change.

Robert is a Senior Associate with the Sustainability Accelerator Network as well as a member of the International Society of Sustainability Professionals (ISSP), and a Principle Resource Person for the UNEP-Tongji University Asia Pacific Leadership Programme on Environment and Sustainable Development in Shanghai, China.

Workshop Agenda

Timing	Session Description
9.00	Registration
9.30	Introductions, Workshop Objectives and Learning Process
9.50	Group Icebreaker Change Game
10.00	Coffee Break
10.20	Session 1: A Systems Approach to Change The Art of Diffusion Innovation and Cultural Change
11.20	Session 2: Strategic Innovation Diffusion and the Gilman's Equation
12.00	Lunch
13.00	Session 2: Continue
13.30	Session 3: AMOEBA Role Play – Exploring Effective Change Agency
15.00	Coffee Break
15.20	Session 4: Applying AMOEBA to Our Own Organisations
16.20	Open Discussion, Personal Learning Reflections and Closing
17.00	Workshop Adjourned

