

CHANGE

Rudi Peeters
CEO Vandersanden





Interpretation of behaviour

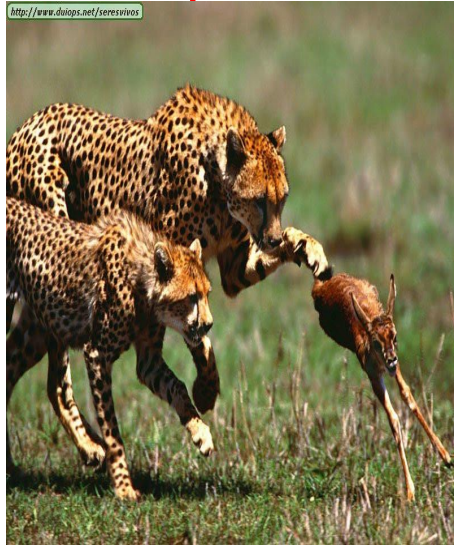


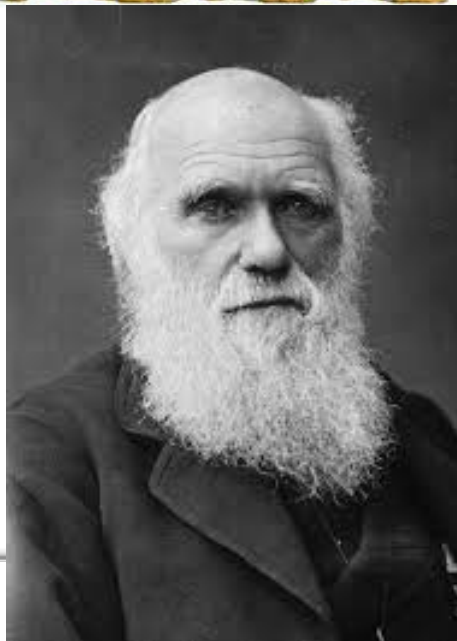
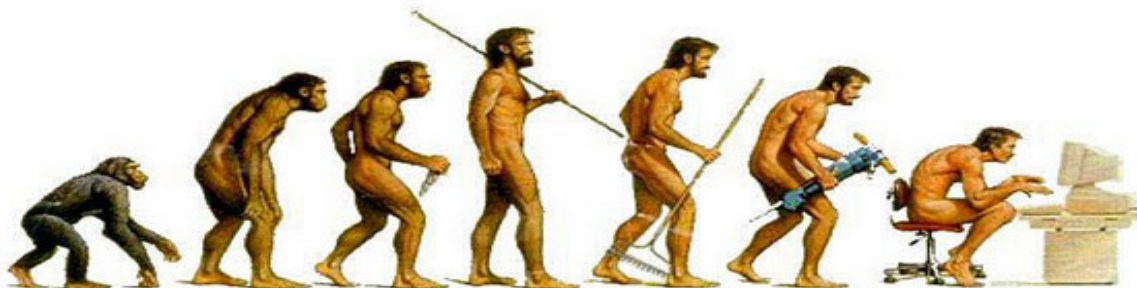
Everybody says does things because of a reason



Most of them because of the context

ETHOLOGY

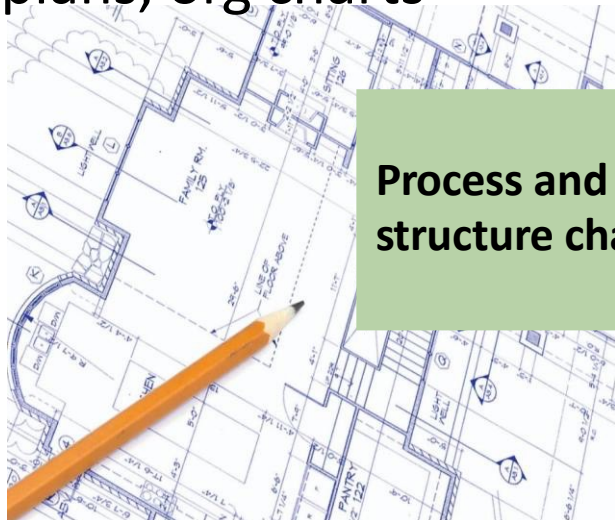




Kunnen we gedrag opleggen?



Blueprints, designs,
plans, org charts



Process and
structure char



Organisation as well oiled
machine



so
ferent

Sumantra Ghoshal:

DO NOT CHANGE PEOPLE!

**Let's change the context !
Let's change the smell of the
place !**



CONSTRAINT



STRETCH

CONTROL



SUPPORT

COMPLIANCE



DISCIPLINE

CONTRACT



TRUST

CONTEXT



Collaborative
action



People **behaving**
differently and
producing different
results



Blueprints, designs, plans, org
charts



Process and
structure change



ECOLOGY: How to change context?



IF YOU WANT
SOMETHING YOU'VE
NEVER HAD,
THEN YOU'VE
GOT TO DO
SOMETHING YOU'VE
NEVER DONE.



VANDERSANDEN





