



ONLINE PROGRAMME FROM SERIES
'THE SHAPERS'

'we are all
culture architects'

PROGRAM BASED ON THE MANUAL
'COMMUNITY SHAPERS PLAYBOOK:
TOOLBOX FOR DEVELOPING BETTER FUTURES'

BB Consulting





WHAT DO WE MEAN WHEN WE SAY 'WE ARE ALL CULTURE ARCHITECTS'?

WE ALL PARTICIPATE IN DIFFERENT RELATIONSHIPS
GOOD OR BAD

WE ALL CREATE MEANING THROUGH RELATIONSHIPS
POSITIVE OR NEGATIVE

WE ALL BUILD SYSTEMS AND PROCESSES
IN OUR WORK AND AT HOME

WE ALL HAVE EXPERIENCE WITH 'CULTURE EATS STRATEGY FOR BREAKFAST'
TRIUMPHANT OR DEFEATING

**TO STAY ON THE LEFT SIDE OF THE EXPERIENCE WE INVITE
YOU TO JOIN US ON A JOURNEY OF DESIGNING CULTURES
OF PURPOSE AND CARE ...**



... IF YOU ARE

- IMAGINING NEW REALITIES, DIFFERENT CULTURES, BETTER COMMUNITIES
- PART OF A PROJECT AND FANTASIZE HOW IT COULD BE RUN BETTER
- WONDERING ABOUT THE SKILLS WE NEED TO ACHIEVE AMBITIOUS SUSTAINABLE GOALS
- IN CHARGE OF ORGANIZATIONAL DEVELOPMENT AND WISH TO UPDATE YOUR TOOLBOX
- ENTHUSIASTIC ABOUT THE NEW POSSIBILITIES OF GROWTH AND DEVELOPMENT
- CURIOUS HOW YOU CAN INTRODUCE / UPDATE THE ROLE OF CULTURE ARCHITECT IN YOUR ORGANIZATION AND DAILY WORK

**... THEN YOU ARE A CULTURE ARCHITECT WE ARE
LOOKING FOR TO ...**

... JOIN US ON A JOURNEY



MODULE 1:
DESIGN YOUR
MISSION

MODULE 2:
ACTIVATE
YOUR
COMMUNITY

MODULE 3:
BUILD FUTURE
COMPETENCES

MODULE 4:
NURTURE RITUALS
AND ACTIVITIES OF
PURPOSE AND
CARE

**FULL
CIRCLE:** WE
ARE ALL
CULTURE
ARCHITECTS

OF 5 MODULES IN 10 WEEKS ...

... WE ARE ALL CULTURE ARCHITECTS



This online course focuses on the theory, but more importantly the practice, of developing experiments to design and activate cultures of purpose and care.

- 5 x 90 minutes online interactive modules followed by 30 minutes of Q&A
- free copy of Community Shapers Playbook (digital)

PRICE / PARTICIPANT
350 EUR (+ VAT)

Online course follows the structure of the **Community Shapers Playbook: Toolbox for developing better futures** synthesizing our learnings and practical tools in the field of culture management.

The modules are designed to give participants a holistic view of culture planning and competency development, supporting them in building cultures of purpose and care in companies, organisations and projects.

All 5 modules are accompanied by a design of experiment to 'activate culture'.

MODULE 1: DESIGN YOUR MISSION



In this module you will learn about **prof. Mariana Mazzucato's concept of 'missions'**, which is one of the most important frameworks in which we think about sustainable future today.

We will look at what individuals, leaders, project designers can learn from this approach and what inspires you about the future so you can **create or upgrade your own mission.**

Your mission is your guiding star in designing your culture.

Takeaway:

- understanding the concept of missions
- creating your own organisation / project / community mission
- defining the elements of the culture you need for reaching your mission

MODULE 2: ACTIVATE YOUR COMMUNITY



The success of your mission will rely heavily on the strength of the community behind it. In the second module we will present key approaches and learning from community organising.

Through examples, we will look at how communities connected by strong purpose and care can catalyse change.

We will address the issue of motivation to build communities around our ideas and projects and together we will outline the first lines of your **invitation to engage your community.**

Takeaway

- learn about tools and approaches in strong community organizing
- identify the stakeholders in (your) community
- plan to activate your community to support you in achieving your mission

MODULE 3: BUILD FUTURE COMPETENCES



The non-achievement of the Sustainable Development Goals challenges us to develop new competences of living the culture of purpose and care and with that actively contribute to building sustainable future. Competency frameworks such as **GreenComp and the Inner development goals** are guiding global trends in this area.

Together we will look at selected competences and test their applicability in helping you develop and grow your people to nurture culture of purpose and care in your organisation, company, community.

Takeaway

- understanding the need for new competences to co-create cultures of purpose and care
- use of 2 new competence models
- selected 5 competences to help you build your culture

MODULE 4: NURTURE RITUALS AND ACTIVITIES OF PURPOSE AND CARE

The prevailing culture of consumerism has shaped us into a society of individuals where alienation, loneliness and meaninglessness are pandemics among all generations. All of this also has effects on our work motivation and the ways in which we participate in communities.

In this module, **we will define shared rituals and activities in a group dynamic to foster the development of culture of purpose and care** to support you in achieving your mission.

Takeaway

- understanding the importance of shared rituals
- analyzing our own ritual(s)
- plan for at least one ritual that supports the relationship of your community



FULL CIRCLE:

WE ARE ALL CULTURE ARCHITECTS

We all contribute, passively or actively / constructive or destructive, to our culture. Today we need active culture architects who are aware of their role, their mandate and actively work on their competences. We will look at the organisational roles of culture architects in companies / organisations / projects.

Together we will complete the **Culture Architect Competence Profile** and, based on the assessments, design a mini action plan to develop the competencies that you need to focus on to design better cultures to support your mission.

Takeaway:

- understanding the organizational role of culture architects
- testing culture architect competence framework
- mini action plan to develop your competences of culture architect



**URŠULA
BUTKOVIČ**

**lecturer and moderator,
licenced Flow Coach**

Uršula's professional focus is on finding dormant opportunities for development of teams, organizations and individuals and supporting them on the path of their activation.

She focuses on experimenting with various approaches, methods and concepts in order to find the best solutions for the pressing challenges she is helping teams to solve. She believes in people and humanity and our ability to always find a path forward.



**ANJA
ŠERC, MSC.**

**lecturer, moderator,
community developer**

Anja's professional focus is on the development of communities, people and projects that support sustainable development.

At both the theoretical and practical level, she supports the development of innovative approaches that support change in organisational cultures, competencies and ways of connecting within and beyond organisations. She is a firm believer in sustainable prosperity for all.

ABOUT BB CONSULTING



BB Consulting is a Slovene consultancy, founded in 2000 by Ksenija Špiler Božič and Andrej Božič with a mission to recognize and develop the inner potential of companies, organisations, teams and individuals.

We work with companies and organizations that are facing growth and developmental challenges. From our collection of BB solutions, we create a customized program for our clients, aiming at creating long-lasting change. Typically, we cooperate with our clients for a period of at least 6 months, in which we include most of the employees in at least one of the activities.

LED BY
daring ambition
love
wholeheartedness
sustainable
prosperity
inclusiveness

**23 years on the
market**
+ 170 partners
**3000 consulting
hours per year**



be a part of the
first generation of
Culture Architects

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or follow us at
[The Community Shapers](#)