

# Hacking Culture Change

## The Toolbox, Powered by Viral Change™

Rethink  
Reset  
Reinvent

Transformative Culture Change in  
Organizations

WCHALFONT  
THE  
PROJECT  
ORGANIZATION  
ARCHITECTS  
BUILDING BETTER ORGANIZATIONS  
25 years

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CHANGE™



# A new approach to hacking change and transformation in 2025

DO YOU OR YOUR TEAM FIND YOURSELF IN ANY OF THESE SITUATIONS?

Transforming your organization in 2025 doesn't have to be roulette, a gambling game. We shouldn't assume that 75% of the time it will fail.



**Planning organizational change** of some sort, but mindful that there are many approaches and theories around and the track record of many of them is not great



Having a clear sense of the need for change, but perhaps a bit frustrated or simply **preoccupied with the complexity in front**



Having a sense (and you'll be right) that change is **more than a series of workshops** on 'how to change' directed to a minority of managers, but needing to visualize what any alternative may look like

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DO YOU OR YOUR TEAM FIND YOURSELF IN ANY OF THESE SITUATIONS?



Your 'change train' left the station a while ago, but the progression is a bit **underwhelming** and some **'fault lines'** start to appear



You have a team who are more or less dedicated to coordinating change and transformation efforts, but you need good **upskilling and support**



Unlikely, because you may have acted upon this already, but your change/transformation project is **going horribly wrong**



Things have been progressing, up and down so far. You sense that you need to **rescue, reset, perhaps redirect** or simply accelerate what you are doing.



In all these scenarios and many more, you have already invested time, energy and possibly resources.  
**You need to get a good ROI.**

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2025 years

# Let's hack it! We will help you.

These are some of the questions on the table in many organizations. Questions that we have successfully addressed in the last 25 years (Yes, we are celebrating 25 years of The Chalfont Project in 2025).

**Where to start?** Change is complex. You know a lot about the different aspects. But, where to start? What is the best way to ensure success? Good question! And a small tip: forget quick wins. A repetition of quick wins is not necessarily a big win.


**How long will it take?** Does it have to be super-long and complex with an army of consultants? Good question again! The answer is no. Those mega-armies are responsible for that 75% failure.

**What's the role of leaders?** Is it really all up to them? To the top? Another good question. You wish that was the case. It would be much easier to manage! But good leadership, whilst being extremely important, is not sufficient for the entire organization, big or not so big, to embark on a change process that will succeed and last.

**How to scale and deploy?** Compared with just a few years ago, people today have been much better at integrating the idea that the probability of successful change and impact increases if there is a significant 'bottom up' approach. Correct! But this will not happen by just repeating communication-based workshops 'at the bottom'. So, the question is how to scale and deploy. It's not a simple engagement of a few management layers.

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Hacking Culture Change and Transformation in 2025 is about using the core principles of the Viral Change™ methodology, but **in a modular and adaptable way**. A way that suits the unique needs and stage of readiness of your organization.

# The Viral Change™ Change methodology

**Viral Change™** is an approach to create and sustain change and transformation in organizations, whose principles are quite simple. Here are some of the key ones.

- **Communication per se is limited** in power to achieve sustainable change
- There is no change **if there is no behavioural change**
- Top-down leadership is important but **not sufficient**
- **Peer-to-peer work** is possibly the strongest engine of change
- The formality of workshops, committees and teams **is not 100% adequate** to spread and sustain change
- **Tracking progress** is key but it's not as simple as setting hard KPIs
- A cross sectional, **upskilled team of employees** is the best guarantee for a coordinated top- down/bottom-up approach

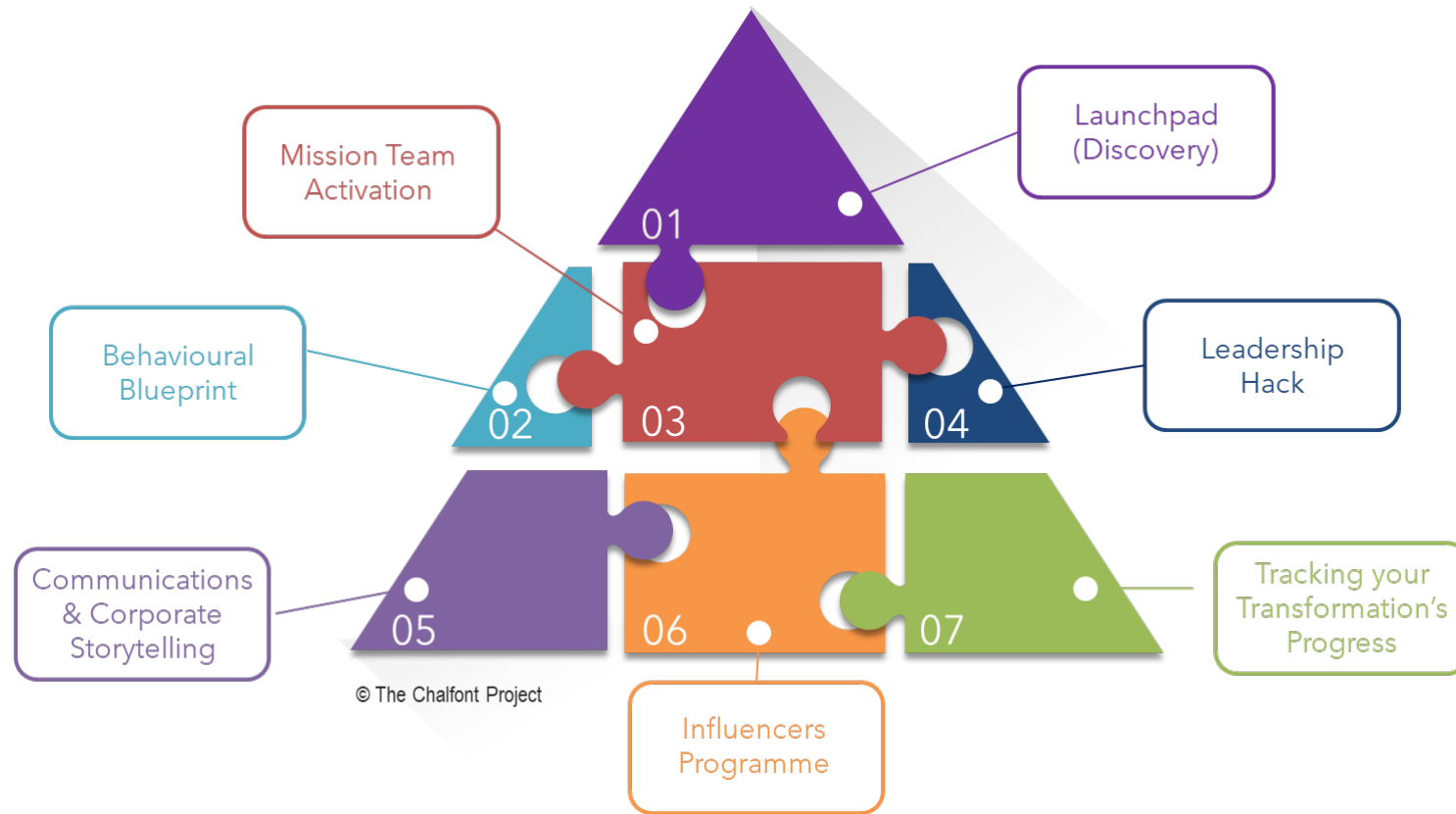
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# Hacking Culture Change

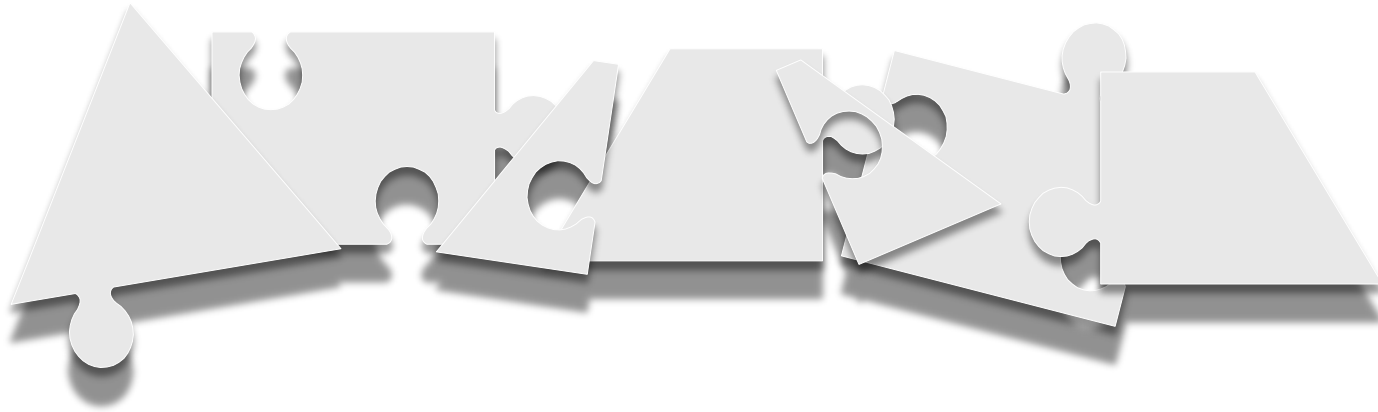
## The Toolbox, Powered by Viral Change™

The new Hack Approach to culture change has been developed after 25 years of experience in change and transformation projects - in both the private and public sectors - using our Viral Change™ methodology. But this new approach provides a modular framework in order to address all those previous questions and allows for planning and executing interventions by combining its components in a way that is appropriate to each client.



## How do we work?

- We discuss your situation with you, where you are in the journey, and whether you have a well-crafted change strategy. **We scope potential ways** to hack the change process for high impact.
- We will want to know what you are good at, where your strengths are, and the **degree of upskilling or support you need** to maximise the power of the agreed interventions.
- We will match your skills and current capabilities against what we have learnt is needed from many years of practice across industries and geographies. We know what is needed to avoid that 'inevitable' 75% failure!
- We will jointly craft a plan of action to exclusively focus on your needs. The plan will always include a risk assessment in terms of the **benefit or liability of doing or not doing** specific things.



Whether you are planning a new transformation, looking to boost or accelerate an existing programme, need to upskill your team(s) or need support reverse engineering or resetting your current goals, **we can help you.**

To discuss your current situation, and which “Hack Approach” will best suit your requirements, contact us

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[Uk-office@thechalfontproject.com](mailto:Uk-office@thechalfontproject.com)



# Viral Change™ Hack



**Just build it!**