The SCT® Certification Program is a joint project of Transform Action and the Institute of Human Excellence, whose higher purpose is to contribute to the conscious evolution of leaders, teams and organizations.
In this program you will learn how to design and implement processes of systemic cultural transformation, focused on improving Key Performance Indicators of teams and organizations.

- **Systemic**: Because the activation of a new set of values and collective behaviors is achieved through the updating of the cultural archetypes of the members of the organization.

- **Cultural Transformation**: Because the alignment of people and processes with new strategies and corporate values, requires renewing cultural artifacts and the human management systems of most organizations.

- **Process**: Because it takes time to update our personal paradigms and energy, is needed to modify habits to apply new ways of thinking and behaving in the work situation.
SCT® is a summary of the experience and Best Practices developed by The Institute of Human Excellence and Transform Action, leading strategic alignment projects in multinational companies since 1990 and developing Cultural Transformation Projects in multicultural environments since 2002, in Europe, USA and Latin America.

Our commitment is to ensure that each participant is empowered to design & implement a Cultural Transformation Process in a real team or organization.

This program is aimed to:

- Consultants, Mentors, Facilitators, Business partners & Coaches.
- CTT Certified Consultants who wish to update their competencies for designing and implementing Cultural Transformation Processes.
Culture is a business success factor when it allows to align processes & people of the organization with strategy.

Communicating a new strategy and the values that sustain it is not enough to align people with the strategy.

A new strategy will be as good as its implementation; its implementation should be focused as a Cultural Transformation.

Cultural Transformation focuses on improving the processes and the current results of the teams, in order to achieve a Sustainable Excellent Performance.

How?
By activating new ways of thinking (values) and behaving (behaviors) of the leaders and teams of the organization.

With what purpose?
To consolidate a Sustainable Superior Performance.
The reward (ROI) of the effort invested in the Cultural Transformation Process is a measurable improvement of performance Key Indicators (KPI).
DEFINE CULTURAL TRANSFORMATION OBJECTIVES
- What? Improve / Achieve Results
- What for? Strategic Objectives
- When? Length & dates
- Who? Leaders & Teams

IDENTIFY CULTURAL CHANGE REQUIREMENTS FOR:
- Process alignment
- Results improvement
- Activation of new values
- Deactivation of entropy

SUPPORT THE IMPLEMENTATION OF THE TRANSFORMATION INITIATIVES
- Mentoring for Driving Teams
- Mentoring for Facilitators
- Mentoring for Sponsors
- Endomarketing actions

IMPLEMENT THE CULTURAL TRANSFORMATION INITIATIVES
- Activate new values
- Deactivate cultural entropy
- Improve & Achieve results
- Reinvent & align processes

BUILD A DRIVING COALITION FOR THE CULTURAL TRANSFORMATION
- Define Values of Target Culture
- Align Sponsors Vision & Values
- Develop Cultural Transformation Initiatives

EMPOWER THE ACTORS OF THE TRANSFORMATION
- Sponsor Leaders
- Internal Facilitators
- Internal Mentors
- Driving Teams
Participants learn how to:

- Validate the cultural changes required to improve Key Performance Indicators associated with strategic challenges of the organization.
- Build a Driving Coalition to lead the Cultural Transformation Process of an organization, from a shared vision and common values.
- Develop Cultural Transformation Initiatives focused on aligning processes and improving results, by activating new values and behaviors.
- Communicate the purposes of the Cultural Transformation, giving it a sense of opportunity for the members of an organization.
- Define the phases, scope and actors of a Cultural Transformation Process in an organization.
- Empower the leaders & teams of an organization as Facilitators and Drivers of the cultural changes required for the alignment of processes and the improvement of results.
- Create the right environment to share "Good Practices" to align processes and improve results, by activating new values and behaviors.
- Celebrate, share and publish Driving Teams testimonies of “Quick Wins" and "Success Stories" through endomarketing actions.
- Determine the impact of cultural changes, processes alignment and results improvements on Key Performance Indicators of an organization.
**SCT® Certification Contents**

**SCT Part 1**

"Transformation Design Thinking"

Participants learn how to “read” an organization to:

- Clarify the strategic objectives of the organization and to identify the requirements of process alignment and improvement of results.
- Select the leaders and teams of the organization that should be involved in a Cultural Transformation Process.
- Build a *Driving Coalition* to lead the Transformation Process from a shared vision and common values.
- Define the purpose and the actors of the Cultural Transformation Initiatives that should be implemented in an area of the organization.
- Define the support activities required for Leaders, Facilitators and Driving Teams in a Cultural Transformation Process.
- Define a *Transformation Scorecard* to control and monitor the progress in the implementation of the Cultural Transformation Initiatives.
- Define criteria to share and publish the progress of the Cultural Transformation Process.

**SCT Part 2**

"Master Plan of Transformation"

Participants learn how to apply guides and protocols to:

- Activate *Critical Success Factors* of Cultural Transformation in an organization.
- Evaluate and select the *Facilitators* and *Driving Teams* that will take part in the process of Cultural Transformation.
- Implement the activities required to launch, secure and consolidate a Cultural Transformation Process in an area of the organization.
- Develop a *Transformation Scorecard* to monitor the progress in the implementation of the Transformation Initiatives.
- Design a *Mentoring Program* aimed to support the Facilitators, Mentors and Driving Teams of a Cultural Transformation Process.
- Develop criteria to celebrate, share and publish Driving Team’s testimonials of "Quick Wins" and "Success Stories" through endomarketing actions.
- Design criteria to implement endomarketing actions aimed to keep the Transformation Process focused on its strategic objectives.
SCT Participant’s journey

- **Entry Interview:** participants shall submit expression of interest, then an interview will be conducted 1:1 with SCT facilitator to define the required certification process.

- **Before attending the SCT** training participants will receive a guide to prepare a real case study based on Cultural Transformation requirements for an internal or external customer.

- **During the SCT** training participants will learn how to use models and tools to design and implement a Cultural Transformation Process for their internal & external customers.

- **After the SCT** training participants will receive guidance and virtual support from a Senior SCT Mentor to implement a Transformation Process and measure its contribution to customer's KPI.

- **To obtain SCT Certification:** Participants must present the progress reports and the results of a SCT Project implemented in a real client, applying the tools acquired during SCT training and to the complete satisfaction of their client.
### 2 possible SCT® Certifications

<table>
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<tr>
<th>1. Basic Certification</th>
<th>2. Advanced Certification</th>
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<tr>
<td><strong>The SCT Mentoring fee are included in the enrollment of the SCT training program.</strong></td>
<td><strong>The Mentoring fees for this certification process are NOT included in the enrollment of the SCT training program.</strong></td>
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<tr>
<td>To obtain the SCT Practitioner certification, participants must present the progress reports and the results of a SCT Project implemented in a real client, applying the tools acquired in the SCT training program and to the complete satisfaction of their client.</td>
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<td>Participants in this process have an individual session (90 min) with a SCT Mentor to select the project with which they will apply for certification.</td>
<td>Participants in this process receive guidance and support from a SCT Mentor during 9 months (up to 3 hours per month max).</td>
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| The participants in this process assume the following commitments:  
  • Present your project and know the projects of other candidates in a Group Webinar.  
  • Send the Progress Reports of your SCT project to the members of your certification group.  
  • Present Results and the Impact of SCT projects in a Group Webinar. | Candidates for this certification assume the commitment to participate in 9 Group Webinars (monthly) that focus on:  
  • Present the objectives and accompany the development of the projects presented by the candidates for the SCT Certification.  
  • Share Good Practices and develop strategies to overcome the barriers that appear in the different projects.  
  • Present the Results and Impact of the SCT projects of the candidates for the SCT Practitioner certification. |

#### Basic Mentoring Commitment

SCT Facilitators assume the commitment to hold an Individual Mentoring session with each participant, coordinate the 2 Group Webinars and certify as "SCT Practitioners" those who meet the stipulated requirements.

#### Advanced Mentoring Commitment

SCT Facilitators assume the commitment to hold Individual Mentoring sessions with the participants - during a period of 9 months - to coordinate nine monthly Webinars and to certify as "SCT Practitioners" those who meet the stipulated requirements.
SCT Training Programme
4 days workshop +
Basic certification
Price: 4500 €

Advanced Certification. Optional.
9 months mentoring.
Price 4500 €

Discounts
Early bird 10% discount 90 days before starting program.

Location
Madrid, Spain.

Information & Registration
TRANSFORM ACTION
(34) 91 351 7761
info@transform-action.net

INSTITUTE OF HUMAN EXCELLENCE
(61) 2 9400 7018
info@ihexcellence.org
Niran Jiang  Co-founder of The Institute of Human Excellence  
Partner & CTT Global Trainer de Barrett Values Centre - UK

Niran co-founded the Institute of Human Excellence with Sir John Whitmore. She is a strategic advisor, change facilitator and executive coach, with over 20 years of experience delivering Organizational Transformation Programs for a diverse group of companies - involving 50 to 330,000 people - around the world.

Niran coached hundreds of executives and developed thousands of coaches and cultural change consultants worldwide. She is the initiator and a co-founder of Be the Change Australia and she serves as an executive director for the Club of Budapest in Australia.

Niran started her career as an assistant professor at Shenzhen University and was one of the first generation academics in China to pioneer free market economy. She was a research fellow on cultural anthropology at the University of Utah and faculty for The Business & Sustainability Program, established by The Prince of Wales and the University of Cambridge.

As executive at Coca-Cola and SC Johnson, Niran managed large brands, innovation projects and businesses internationally. Her innovation work at S.C. Johnson led to the largest acquisition in the company’s history. Niran holds a MBA degree in Strategy from University of California at Los Angeles, a Master of Science degree in Organisational Management from Nankai University, and a Bachelor of Science degree in Genetic Engineering from Nankai University.

Niran is a certified MBTI practitioner. She is a regular faculty for the High Impact Performance programme at ING Business School.
Héctor has performed managerial functions in the Corporate Development Areas of Xerox Latin American Group, BAT Industries and Bank of America. He has designed and implemented programs for the integral development of Business Units in 16 countries, working from Corporate Headquarters in USA and UK and Regional Centers in Brazil, México and Argentina.

Since 1990, Héctor has developed Programs of Cultural Change for the improvement of Key Performance Indicators of a variety of organizations in Spain and Latin America.

Since 2000 he belongs to the CTT Network, since then he has integrated the CTT Tools in his professional practice and has developed applications to align the competence systems - managerial, technical and commercial - with the foundations of the CTT Model.

Since 2002, as Global CTT Trainer at Barrett Values Center has certified hundreds of people from Spain, Portugal, Brazil, Andorra, Argentina, Chile, Colombia, Costa Rica, Ecuador, Honduras, México, Panamá, Paraguay, Perú, the Dominican Republic, Uruguay and Venezuela.

Héctor has published the Spanish edition of "Liberating the Corporate Soul" and "The Values-Driven Organization" written by Richard Barrett. He is also co-author of "Get Connected" and "A World Book of Values". He has developed the “Cultural Archetypes Model” and has created the Programs "Systemic Cultural Transformation", "Evolutionary Change Facilitator" and "Cultural Business Partner".
Gabriela Infer  
*Manager de Transform Action - Spain*  
*Partner & CTT Global Trainer de Barrett Values Centre - UK*

Gabriela has been Responsible for Business Development in Latin America and Spain for the company Terra owned by Grupo Telefónica, from this position she has implemented alliances in Brazil, Argentina, Chile, Spain and USA.

As Marketing Manager of a Business Unit in Telefónica, she has implemented the launch of products associated with connectivity.

She has complemented her education in Sociology and Marketing Services, with the following professional specialization programs: Cultural Transformation Tools Practitioner, CTT Global Trainer, NPL Practitioner, Executive and Team Coaching, Systemic Cultural Transformation and Evolutionary Changes Facilitator.

In Transform Action - since 2007 - she has implemented “in-company” Processes of Cultural Transformation in companies in Spain and Latin America.

Since 2012, as Global CTT Trainer of Barrett Values Center, she has certified people from Spain, Portugal, Brazil, Andorra, Argentina, Chile, Colombia, Costa Rica, Ecuador, Honduras, Mexico, Panama, Paraguay, Peru, Dominican Republic, Uruguay and Venezuela.

Gabriela is co-author of the book "A World Book of Values" and has participated in the production of the spanish editions of the books "Liberating the Corporate Soul", "The values-driven organization" and "Metrics of Human Consciousness Humana” written by Richard Barrett.

Gabriela has participated in the implementation of the first National Values Assessment in Argentina and the Values Assessment of the Community of Extremadura in Spain.
We deliver SCT®

- On site
- Virtual
- In-company
- In Spanish, English & Portuguese

To know more about trainings & certification programmes:

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