

9.16: Introduction to Cultural Change

What you'll learn to do: describe the key techniques for initiating and fostering cultural change

Times change, and often corporate cultures must change to keep pace with technology and social norms. Ideally, cultural change is the result of a strategic plan that supports the process and provides resources for overcoming inevitable challenges.

Contributors and Attributions

CC licensed content, Original

- Introduction to Cultural Change . **Authored by:** Lisa Jo Rudy and Lumen Learning. **License:** [CC BY: Attribution](#)

This page titled [9.16: Introduction to Cultural Change](#) is shared under a [CC BY 4.0](#) license and was authored, remixed, and/or curated by [Lumen Learning](#) via [source content](#) that was edited to the style and standards of the LibreTexts platform.