

Steve Simpson

Author of UGRs: Cracking the Corporate Culture Code

Please contact a GDA agent for information.

Topics

- Business Growth / Strategy / Trends
- Corporate Culture & Governance
- Customer Relations
- Employee Engagement
- Safety

About Steve Simpson

Steve Simpson's insights are not based on theory. In addition to his conference presentations, he has worked in-house with a range of organizations on different continents over extended period of time. He knows the pitfalls, traps, objections and issues that emerge when people are challenged to re-think the 'way we do things around here'.

Steve is the author of two books including '[UGRs: Cracking the Corporate Culture Code](#)'. He is the co-author another three books, the latest being '[A Culture Turned](#)'. He has a Masters Degree from the University of Alberta, and was invited to undertake an Australian city lecture tour to co-present with Harvard University Professor Rosabeth Moss Kanter.

Whether it's creating a culture to deliver great service, helping leaders understand their role in shaping the culture, helping teams perform better, equipping people to revel in change initiatives, or getting people to take safety seriously, Steve reveals how his concept of UGRs – unwritten ground rules – can be used to effect lasting, positive change.

Select Keynotes

• Cracking the Corporate Culture Code: Transforming Workplace Cultures

Completely fresh insights into the real culture in your workplace – and how you can transform it for increased performance and productivity

Unwritten ground rules or 'UGRs' are people's perceptions of this is the way we do things around here. Examples of UGRs include:

- At our meetings it isn't worth complaining as we know nothing will get done.
- The only time anyone had spoken to by the boss is when something is wrong.

The incredible thing about UGRs is that they drive people's behaviour yet they are seldom talked about openly.

It's the UGRs in an organisation that constitute its culture.

Created by Steve Simpson, the UGRs concept has been developed to a point where organisations can use UGRs as a powerful tool for culture change.

In this presentation, Steve shares world-first research into UGRs, shows how UGRs drive people's behaviours, how they are created, and most importantly, what can be done to shift counter-productive UGRs to create a culture in sync with the organisation's strategic direction.

• Creating a Culture of Service: Beyond Service Training

Novel insights into the impact of great service and how the concept of Discretionary Service can be used to gain a band of loyal customers

So many companies promise to deliver great service but fail to do this.

This presentation by Steve Simpson can change all that.

Steve provides insights into the impact of less-than-ordinary service and how this impacts the bottom line. He then introduced his concept of 'Discretionary Service' – a novel concept that everyone in the organisation is able to relate to.

The notion of Discretionary Service is linked to employee engagement to show why so many organisations are unable to deliver on service



promises. Finally, Steve shares remarkable insights into what really drives customer loyalty – and here's a hint – it's NOT customer satisfaction! But it does link back to Discretionary Service.

- **Creating a Safety Culture: Safety, For Real**

Going beyond 'knowing' about the importance of safety to having collective ownership of a safety culture

One of the problems in industries where safety is an issue relates to sustaining people's focus on being safe.

In this presentation by Steve, he shows how despite the best intended safety training initiatives, the culture of the company counts most. Unless the culture is right, safety is compromised.

If you want a completely new angle on safety, and practical tips on what can be done to garner ownership and lock-in a safety culture, then this is a presentation you need to hear.

The concept of unwritten ground rule (UGRs) has enormous application in organisations where safety is an issue – yet remarkably has been focused on by very few organisations.

- **Creating a Service Revolution. Service As A Point Of Difference**

Novel insights into the impact of great service and how the concept of Discretionary Service can be used to gain a band of loyal customers

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- **UGRs and Change Management An Appetite For Change**

Understanding the reasons behind change resistance and how to create teams with an appetite and enthusiasm for change

How many of us have heard someone say something like "hold your breath for long enough and the moves for change will fade away"? People verbalising this are actually articulating an unwritten ground rule (UGR) associated with change.

In essence, what people are saying here is that there have been attempts in the past to implement change, but little eventuated. So people's recollection of events from the past creates UGRs that lock-in, and will make change more difficult into the future.

It's in this context that Steve creates a new angle on change management in his presentation. Often people pay lip service to the idea that the culture must be right for change to occur. They pay lip service to this because they are unsure about how to change the prevailing culture.

That's where Steve helps create clarity. He introduces the UGRs concept, shows how UGRs prevent change, and gives practical guidance on what leaders can do shift the UGRs, and the culture to be more receptive to change.

This angle is guaranteed to be new and different!

Select Book Titles

- **2015:** A Culture Turned: Using UGRs to boost performance and culture
- **2000:** CRACKING THE CORPORATE CULTURE CODE - UNWRITTEN GROUND RULES P