



Institute of  
Human Excellence

*Natural Systems for Transformation*

# CULTURAL TRANSFORMATION TOOLS ACCREDITATION PROGRAM

## **Become an accredited CTT practitioner**

Training for Consultants, Change Agents  
and Human Resource Professionals

### **About CTT**

Barrett Values Centre was created in June 1997 to support leaders in building values-driven organisations. Since then, Barrett Values Centre has created a series of Cultural Transformation Tools® (CTT) for mapping values, measuring cultural capital, and implementing cultural transformation.

At the heart of the Cultural Transformation Tools® lies the Barrett Seven Levels of Consciousness Model developed by Richard Barrett. The model is used to map the personal values of employees and their perception of the current and desired culture values of the organisation. The model is also used to map the values of teams and any other group of individuals who share a common heritage or purpose.

Since 1997 the Cultural Transformation Tools® have been used to map the values of 1000+ organisations in over 58 countries. The tools are available in 18 languages. More than 1800 consultants and Human Resource (HR) professionals have been trained in the use of the Cultural Transformation Tools®.

**IHE offers fully accredited training for consultants wishing to become CTT practitioners.**

**We have been providing CTT training and consultancy since 2004 in Australasia, China and Europe. These courses are also available for in-house teams.**

**Part 1 - CTT Models and Tools**

**Part 2 - Building a Vision-Guided Values-Driven Organisation**

# Part 1

## CTT Models and Tools

Workshop, Mentoring Sessions, and Post Training Support

### Purpose

To provide consultants, change agents and human resource professionals with models and tools for measuring and assessing individual, team and organisational cultures.

### Training Format

The Part I CTT Models and Tools program is a comprehensive accreditation process, including a two day workshop, two individual mentoring sessions and periodical post training material support. Participants are involved in lectures, discussions and group activities.

Each training course is limited to a maximum of 10 people. It is designed for a small group to ensure depth and experiential learning tailored to each participants own needs.

### Training Outcomes

At the end of the program, you will have a detailed understanding of the Cultural Transformation Tools® and how to carry out values assessments. You will be provided with the materials necessary to promote this concept with your clients. You will be supported by the Institute of Human Excellence (IHE) in implementing your first CTT assessment with confidence and success. By the end of this course you will have a deep appreciation of the Barrett Seven Levels of Consciousness Model, its heritage and philosophy. You will understand the process for setting up and running a survey with your clients and you will also be proficient in reading and interpreting the values assessment charts. It is important that we cover these critical elements first in order to give you a foundation for using CTT.

### Program Objectives

- To familiarise participants with the background and theoretical frameworks of the Cultural Transformation Models and Tools
- To provide participants with an understanding of how to work with the Cultural Transformation Tools® and present the results of Individual, Team, Corporate, Leadership, and Cultural Compatibility Values Assessments to their clients

### Seven Corporate Transformation Tools®

- Individual Assessments
- Team Culture Assessments
- Corporate Culture Assessments
- Leadership Values Assessments
- Mergers and Acquisitions Compatibility
- Cultural Compatibility Assessments – Selection of New Employees
- Customer Assessment of Corporate Values



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## You Will Learn

- The Seven Levels of Corporate Consciousness
- The Seven Levels of Leadership Consciousness
- The Six-Part Business Needs Scorecard Diagnostic
- How to use the Cultural Transformation Tools®
- Individual Values Assessments (IVA)
- Team Values Assessments (TVA)
- Cultural Culture Assessments (CVA)
- Merger Compatibility Assessments
- Leadership Values Assessment (LVA)
- How to interpret and present the results of the Values Assessments
- How to Market the Cultural Transformation Tools® to your external or internal Clients

## How You Will Benefit

- The right to use the Cultural Transformation Tools® (CTT Accreditation)
- Detailed understanding of how to use the Cultural Transformation Tools®
- State-of-the art techniques to apply in your own practice
- Affiliation with Barrett Values Centre LLC
- Opportunity to join the global CTT Members Network

## Next Steps

At the end of the course you will be given a complementary Individual Values Assessment valued at USD\$200.00 so that you can practice using the tools in a live one-to-one client environment. We want to give you the opportunity to take the theory from the classroom and get practical experience.

If you wish to go further and are looking for a more in depth insight into the models and assessments as well as tools, exercises, workshops and cultural implementation methodologies, then you may want to take the CTT Part 2 course which is entitled Building a Vision-Guided, Values-Driven Organisation.

## Part I Testimonials

- Cutting-edge and fabulous training! The “non-rush” manner of presentation and the focus on understanding “essence” (not content) were most valuable. – Deborah Kneebone, Action Ideas
- Very valuable programme, with explorations of a practical values-based tool. Practical examples were the highlight. – John Page, SPARC (Sport & Recreation New Zealand)
- I enjoyed the two days very much – whole system is great. It was all valuable. - Fae Robinson, Impact Solutions International
- Understanding the operation of the model at a practical level. Examples of plots and group interpretation were the highlights. – John Other-Gee, HR Plus
- Thoroughly enjoyed it, looking forward to implementing and part 2 down the track. - Kearin Armstrong, Tourism Queensland
- Niran combined rich depth with simple practicality, which enabled our group to harvest abundant learning. She demonstrated integrity and professionalism in her training and is extremely knowledgeable and experienced. - Jack Yang, Sino-Manager Magazine
- I now feel confident that this is the right set of tools to do cultural development in my organisation. – Rod Gorrie, Catholic Healthcare
- Knowledgeable, encouraging and present facilitator. A great course – simply the positive energy of the group and the openness of everyone. - Lui Pangiarella, CSBP Limited



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# Part 2

## Building a Vision-Guided Values-Driven Organisation

Implementing Cultural Transformation using CTT

### Purpose

To provide consultants, change agents and human resource professionals with the techniques to apply their knowledge of the CTT to implement cultural change using a whole systems approach to transformation. In this three-day workshop you will learn how to implement cultural transformation using the Cultural Transformation models and tools. The workshop will provide you with methodologies and expertise in delivery of values assessments and next steps for your clients. This includes proficiency in understanding values plots, creation of vision and mission statements, executive and leadership coaching, and processes for values integration.

### Pre-requirements to attend

To be eligible for the CTT Part 2, participants must have completed the CTT Part 1 and preferably have first-hand experience in using the Cultural Transformation Tools®.

### Training Format

The Part 2 CTT program includes a three day workshop, and periodical post training support. Participants are involved in lectures, discussions and group activities.

Each training course is limited to a maximum of 10 people. It is designed for a small group to ensure depth and experiential learning tailored to each participants own needs.

### You will learn

- How to deepen your interpretation of the results of Cultural Values Assessments
- How to use the Cultural Values Assessments to develop Vision/Mission Statements using the “Four Why’s” process
- How to choose Organisational Values and prepare Behavior Statements
- How to develop a Core Business Statement
- How to develop Core Motivation Statements
- How to align Personal and Organizational Values
- How to provide feedback using the Leadership Values Assessment Instrument

### How you will benefit

- Detailed understanding of how to build a vision-guided, values-based organisational culture
- State-of-the art techniques to apply in your own practice
- Price reductions on Individual Values Assessments and including being able to do a Small Group assessment (SGA) for 15 people or less for USD750



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## Part II Testimonials

- Brilliant and engaging facilitator, who created a safe and challenging learning environment. Witnessing Niran's amazing insight and coaching and how powerful this is in bringing change is the highlight. - Nicole Endacott, Activate, Australia
- Everything was valuable! Excellent facilitator. It is a tool whose time has come... - Janet Sernack, Compass Learning
- It is a well thought out process with practical and yet simple tools. The program met all my needs and I look forward to implementing the tools and processes. – Brian Cook, The Pacific Institute
- Insights into design and implementation of post-assessment change initiatives. Value themes and exploring cultural change program interventions were the highlight. – Tim Biggs, CommInsure
- Committed, insightful and experienced facilitator. Opportunity to reflect and consider how the tools could integrate into our current consulting processes. - Nigel Tanner, BTLi Pty Ltd
- Philosophical discussion and practical information, Niran was excellent. - Erik de Jong, Keystone de Jong Associates
- Niran is a great trainer with a wonderful genuineness - very honouring of others, very knowledgeable of the CTT instruments and very willing to go with where the participants want to go. – Lori Grech, QL Management Consultants, Australia
- Although this is an intense process with extensive content, the excellent facilitation ensured excellent outcomes for me. – Sue Lindsay, Take Action, New Zealand

## Trainer and Facilitator – Niran Jiang

Niran has 15 years of organisational development experience in Australia, USA and Asia Pacific, in the area of innovation, culture transformation and leadership development.

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 University of Utah. An ex-executive at Coca Cola and SC Johnson, Niran managed large brands and businesses in USA, Australia and Asia Pacific. She built the first trends intelligence function for Coca-Cola USA to lead strategic planning and managed innovation development for high profile brands. Niran's innovation work at S.C. Johnson led to the largest acquisition in the company's history.

In recent years, she designed and delivered leadership and organisational development programme for a diverse group of clients such as NIB, Datacom, Sunbeam, Saville Hotel Group, Telecom New Zealand, Sun Microsystems, Westpac, CommInsure, Social Venture Australia, Lee Cooper, RogenSi, Mars, Uncle Bens, Centre for Excellence in Child and Family Welfare and the Australian Graduate School of Management and National Trust. She is a faculty for the Business & the Environment Programme for Cambridge University, and also a faculty for the High Impact Performance programme for ING Business School. Niran is a worldwide trainer and consultant for CTT (Corporate Transformation Tools) certified by Richard Barrett & Associates.

Niran holds a Master of Business Administration degree in Marketing Strategy from University of California at Los Angeles, a Master of Science degree in Organisation Management from Nankai University and a Bachelor of Science degree in Genetic Engineering from Nankai University. She is a native of Inner Mongolia, and currently lives in Sydney, Australia.



## Further Information

For course schedule and registration go to [www.ihexcellence.com/accreditation.htm](http://www.ihexcellence.com/accreditation.htm) or phone Alex Feher on (02) 8211 0618 or email [alex@ihexcellence.org](mailto:alex@ihexcellence.org)



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