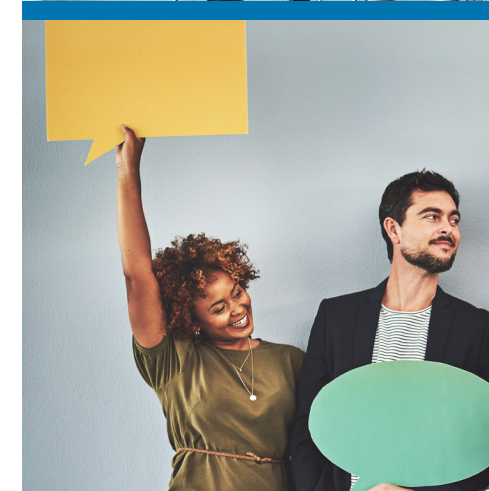


How Yin United employs Synthetron to push Cultural Change from the bottom up



Understanding what lies beneath



YIN United is a boutique agency for innovative and collaborative leadership and culture development that operates within Europe. They serve clients in different categories. YIN is an acronym for You Inspire Now – You Include Now – You Innovate Now.

*Yin United's Emily Rammant believes, 'Cultural trajectories should always feed the business strategy. At Yin United, we challenge the accepted wisdom that **'culture eats strategy for breakfast'**. Instead, we believe they **should have lunch together**, and we help leaders to realise this.'*

What does YIN United use Synthetron for?

Yin United uses Synthetron to do exactly what seems intangible: measure and adjust a workplace culture in co-creation with everyone. Listening beneath the tip of the iceberg reveals unspoken roadblocks and under-leveraged strengths. It is a real trigger in a change journey as employees co-create the future for themselves - owning it, driving it.

3D process

Yin's approach is always based on a '3D process': Discover – Design - Do.

The Discovery phase is essential to assess the gap between a desired and actual culture in a qualitative way. That is where Synthetron comes in

In the Design phase – YIN United works with a cultural canvas where the core is the client's strategic purpose, values and business priorities.

What impact did the Synthetron results have?

When working on leadership and culture, you need to know where you are, where you want to be and how you get there. The Synthetron output makes this concrete.

Emily Rammant :

'For example, recently we used Synthetron with AstraZeneca Switzerland and House of Communication/ Serviceplan Belux. The mass engagement and open listening with Synthetron really helped us to tailor our programs into actionable change drivers for leaders and their teams. Because of the participative approach of Synthetron, it was easy to make everyone in the organization accountable for the change.'



‘Synthetron has proven to be a very strong tool for hearing the voices of all employees. Listening beneath the tip of the iceberg reveals unspoken roadblocks and underleveraged strengths. It is a real trigger in a change journey as employees co-created themselves the future, owning it, driving it.’

Liesbeth Dillen – YIN United

Synthetron Culture Hackathons

provide business executives an efficient and engaging way to engage employees co-creating culture change generating valuable insights bottom up to lead culture transformation forward

They give inside perspective on such questions as:

- What is the company culture and how is it expressed at work today?
- How can we work together to improve shared value?
- What do we still need to do to get us where we want to go?
- What is our purpose? How do we translate the purpose in the day to day behaviours ?
- What in our way of working hinders our strategy implementation? What will help?
- What can I do? What is the priority?



About Synthetron

Synthetron

is an online dialogue platform, that places (10 to 1000) participants into overlapping small virtual groups to allow the anonymous sharing and evaluation of ideas in writing. This in just 1 hour. The process involves a real-time moderated conversation.

How?

Participants write their ideas and these are marked by others in terms of level of agreement. Strongly supported ideas move on to be evaluated by more participants.

So What?

The result is qualitative insights on a quantitative scale. You get a picture of where participants agree and disagree, where there are tension areas, statistics about the levels of agreement and a transcript of the discussions that can be analysed further in depth.

Who?

We support consultants and service organisations directly to capture valuable insights to move on. We can provide end-to-end service or help clients to use the platform autonomously.

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