



A Lab empowering change.  
Creating real impact.

# 4D of Culture-Based Training

We apply the 4D framework in designing Culture-Based Training to develop the skills and behaviors that align with organizational strategy and culture. This ensures that learning within the organization is not just about training sessions, but becomes a systematic process for driving organizational transformation.

## Discover



**Diagnose where the culture is — and where it needs to be.**

**Gain clarity** on the cultural gap before designing the right learning intervention.

## Design



**Build learning that aligns with the culture you want to create.**

**Translate cultural** intent into a clear, structured learning journey.

## Drive



**Deliver experiences that activate behavior change on the ground.**

Apply diverse learning methods **to spark action**, reflection, and meaningful change.

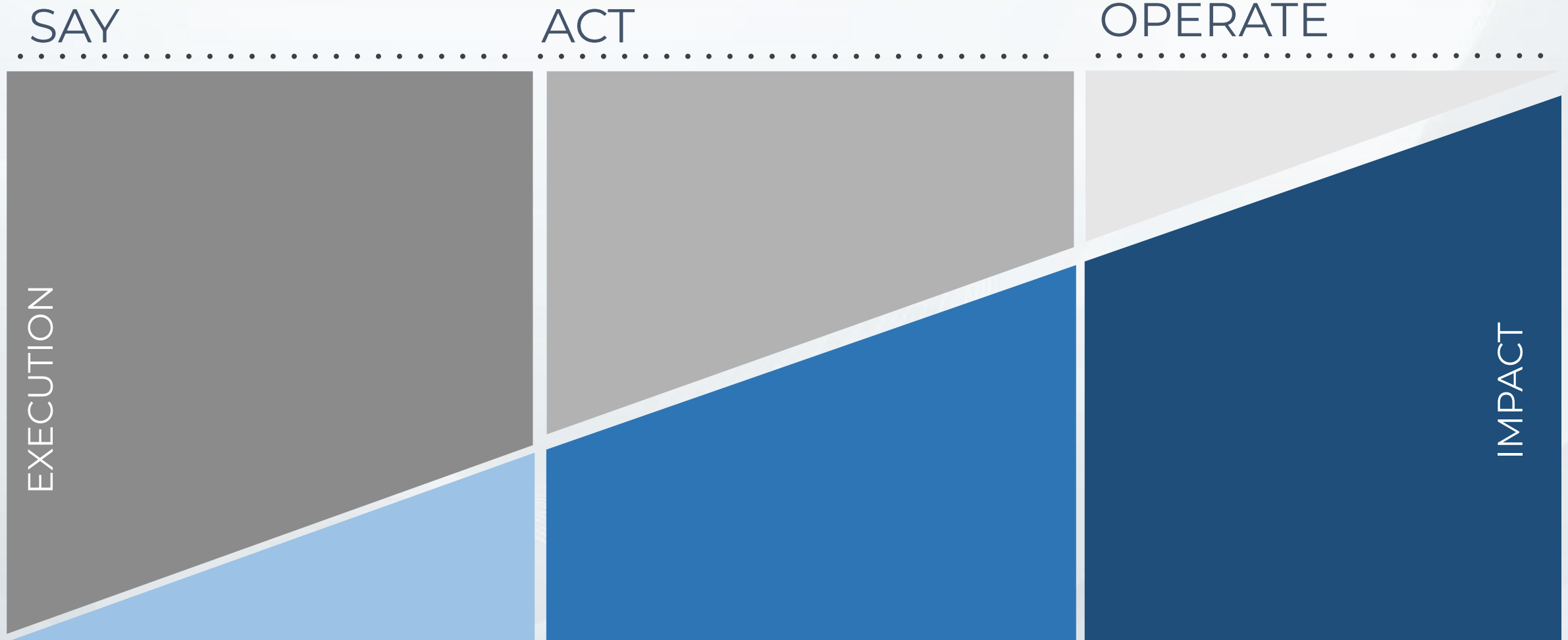
## Determine



**Measure what matters and sustain culture momentum**

**Track behavior** change and culture shifts with clear feedback and follow-up tools.

# LEADING CULTURE FRAMEWORK



**Source models:** Gallup (2025 Workplace Report), Schein (Organizational Culture and Leadership, 5th ed.)

We don't just deliver training.

We co-design a Learning Experience for **people** through all 3 phases of Culture Adoption.

# Culture Adoption Phases

(Designing the learning experience and guiding teams toward meaningful cultural adoption.)

## Aware



**Understand** what the new organizational culture is (What) and the reasons behind the change (Why).

## Desire



**Express** the willingness to change oneself and voluntarily align with the new culture.

## Adopt



**Adjust behaviors**, communication styles, and/or work methods to align with the new culture.

Source models: Prosci (ADKAR), de Vries et al. (I-Change), Rogers (2003).

# We Co-Create Long-Term Learning Impact



## Co-Planning & Alignment

- Collaborate to analyze goals
- Design a Learning Roadmap
- Define Success Metrics



## Learning in Action (3-6 เดือน)

- Organize Trainings/Workshops as planned
- Break down into Modules/Series
- Enriched with Coaching / Action Learning
- **Multiple sessions + Coaching session to maintain learner engagement**



## Measurement & Continuous Growth (6-12 เดือน)

- Track results (Behavior Change, KPI, OKR)
- Feedback & Adjust  
Build a Culture of Continuous Learning

We design **leadership programs** that go beyond developing modern skills – equipping leaders to act as **Culture Leaders** and **Strategic Drivers**, integrating leadership capabilities with culture and strategy to meet today’s organizational challenges.

"The most essential **leadership skill** is the ability to **shape an environment** where people build the skills they need to succeed."

# Highlight Programs : Modules Overview



## Culture is What You Repeatedly Do (0.5 Day )

Equips leaders and teams with practical tools to shape and sustain a healthy organizational culture —through **actions that speak louder than words**. By understanding how culture is truly built, recognizing everyone's role as a culture carrier, and applying our proven Say-Act-Embed framework.

Participants will leave ready to **drive consistent, values-aligned behaviors** across their organization.



## From Core Value to Daily Leadership (1 Day )

Empowers leaders to shape organizational culture through intentional, values-driven behavior. By learning how to align inner leadership, create a safe environment for teams, and **translate core values into actionable habits**.

Participants will gain **practical tools** to inspire consistent, high-impact **change** in their organizations.



## Communicate to Cultivate Culture (1 Day )

Helps leaders harness the power of their voice to truly connect, inspire, and create lasting commitment within their teams. Through authentic communication, meaningful conversations, and a **practical action plan**.

Participants will learn how to **spark motivation and strengthen trust**, driving their team to act with purpose and passion.



## Culture Happens in the System (1 Day)

Build a strong, positive team culture by understanding **how systems shape behavior** and reinforce core values. Through practical exercises, micro-system design, and a mini action plan.

Participants will learn how to **turn abstract values into concrete practices**, fostering a more engaged and effective team.



# Contact

Get in touch with us to co-create your organization's growth journey.



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