

MEDIA RELEASE

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AUTHOR & ENTREPRENEUR DAVE GRAY DESIGNING BIG CHANGE FOR AUSTRALIAN BUSINESS

Design thinking expert Dave Gray will bring his latest tool for business change - **Culture Mapping** - to Australia for the first time in August and September with a series of exclusive one-day masterclasses in Sydney, Brisbane and Melbourne.

Gray, an entrepreneur, designer and author who has worked with startups to Fortune 500 companies will be offering Australian businesses the opportunity to learn how to use Culture Mapping to understand company culture and design a “culture vision” to guide change.

Forbes [recently called](#) culture “the hottest topic in business today” and with employees increasingly demanding fulfilling jobs culture is vital for strong business. At the recent [Future of Leadership](#) conference, culture planning was named a key trend in organisational strategy and companies’ ability to attract investment.

The Culture Map has been used by organisations around the world to improve the success rates of mergers, acquisitions, re-organisation and renewal initiatives, new business launches, strategy initiatives and other important change projects.

“Culture is the most difficult part of any transformation. The Culture Map is a tool for individuals, teams and organisations to diagnose their culture, understand the drivers of their culture and the things that are causing people to act the way they do” says Gray.

“There’s a lot of thinking that has gone into the categories and how they relate to each other. It’s based on very sound theory and I think that’s what makes it work. So in a complex system, you can zoom in and focus on the things that are really making a difference.”

“Once you’ve taken a really good look at your culture, you can also use the Culture Map to design interventions, changes and tweaks to things. These can be easy to do but drive tremendous change.”

Gray is author of the best-selling business title *Gamestorming: A Playbook for Innovators, Rulebreakers and Changemakers*. The Culture Map tool is the latest offering from Gray and has been battle tested by [Business Models Inc](#), creators of the book *Business Model Generation*, popular for driving the worldwide adoption of the Business Model Canvas.

[Wildwon](#), the meaningful experience agency, and [Business Models Inc](#), have joined forces to bring Dave Gray to Australia for the exclusive series of masterclasses on The Culture Map where attendees will learn how to use the tool and map “current-state” and “future-state” company cultures.

The first masterclass happens in Sydney on 18 August, closely followed by Brisbane on 24 August and Melbourne on 3 September. For more information visit businessmodelsinc.wildwon.com.au.

To interview Dave Gray or for further information about the tour contact:

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