

Is Culture Change a Busted Flush?

This is the question that is being addressed at a panel discussion that the Centre is hosting on 2 July in cooperation with M&C Saatchi Transform at its Golden Square offices. The discussion will be chaired by our Director, Calvert Markham, with panellists who will bring their own personal experience of implementing major change programmes to explore how behavioural science and a *people not process* approach can deliver behaviour change that is more likely to meet the organisation's strategic objectives.

We are delighted to be involved in this as we aim to promulgate leading edge thinking within management consultancy, and this event promises to do just this!

M&C Saatchi Transform combines rigorous research, a deep understanding of the social aspects of human behaviour and legendary creativity to help ambitious leaders identify and drive the behaviours they need to deliver change and enhance performance within their organisations.

For more information and to register for the event please visit the M&C Saatchi website [here](#).