

Organizer



2016 CyHRMA Annual Conference & Expo

Transforming Corporate Culture 7 Insights from the Celestyal Cruises journey

Taleen Tchalikian, HR Director, Celestyal Cruises

Paris Thomas, Managing Director, Open Box Communication

June 15, 2016

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Why are you here?

Why change?

Because we live in a different world



150 years

A close-up portrait of Gordon E. Moore, an older man with white hair and glasses, smiling. He is wearing a dark suit jacket over a light blue shirt. A small, thin microphone is clipped to his ear.

Moore's Law

“The number of transistors integrated in a chip will approximately double every 24 months.”

Gordon E. Moore

Moore's "Law"
"The number of transistors incorporated in a chip will approximately double every 24 months"
Gordon Moore



Industrial Economy



Build more things!

Consumer Economy



Buy more things!

Creator Economy



Create more things!



Think different.

Steve Jobs
1955 2011



Think like
an architect

Frank Gehry



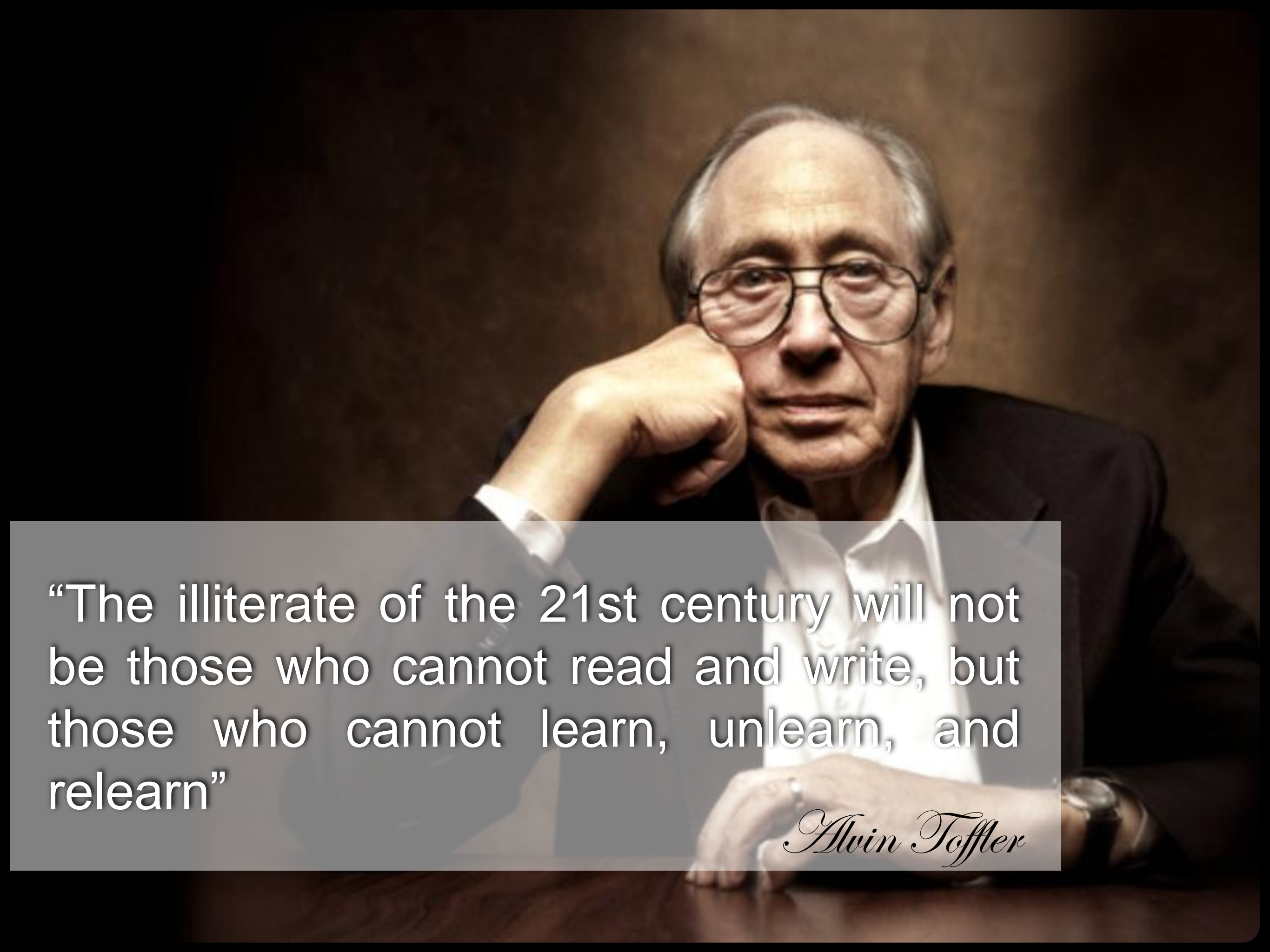
(minimum viable product)



(product)

What's your story?



A portrait of Alvin Toffler, an older man with glasses, resting his chin on his hand. The background is a dark, textured wall. A semi-transparent grey box is overlaid on the lower half of the image, containing a quote and the author's name.

“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn”

Alvin Toffler



Market creates the need for change

CHANGE


Celestyal Cruises
Be Different. Live the Authentic.


open
box
COMMUNICATION

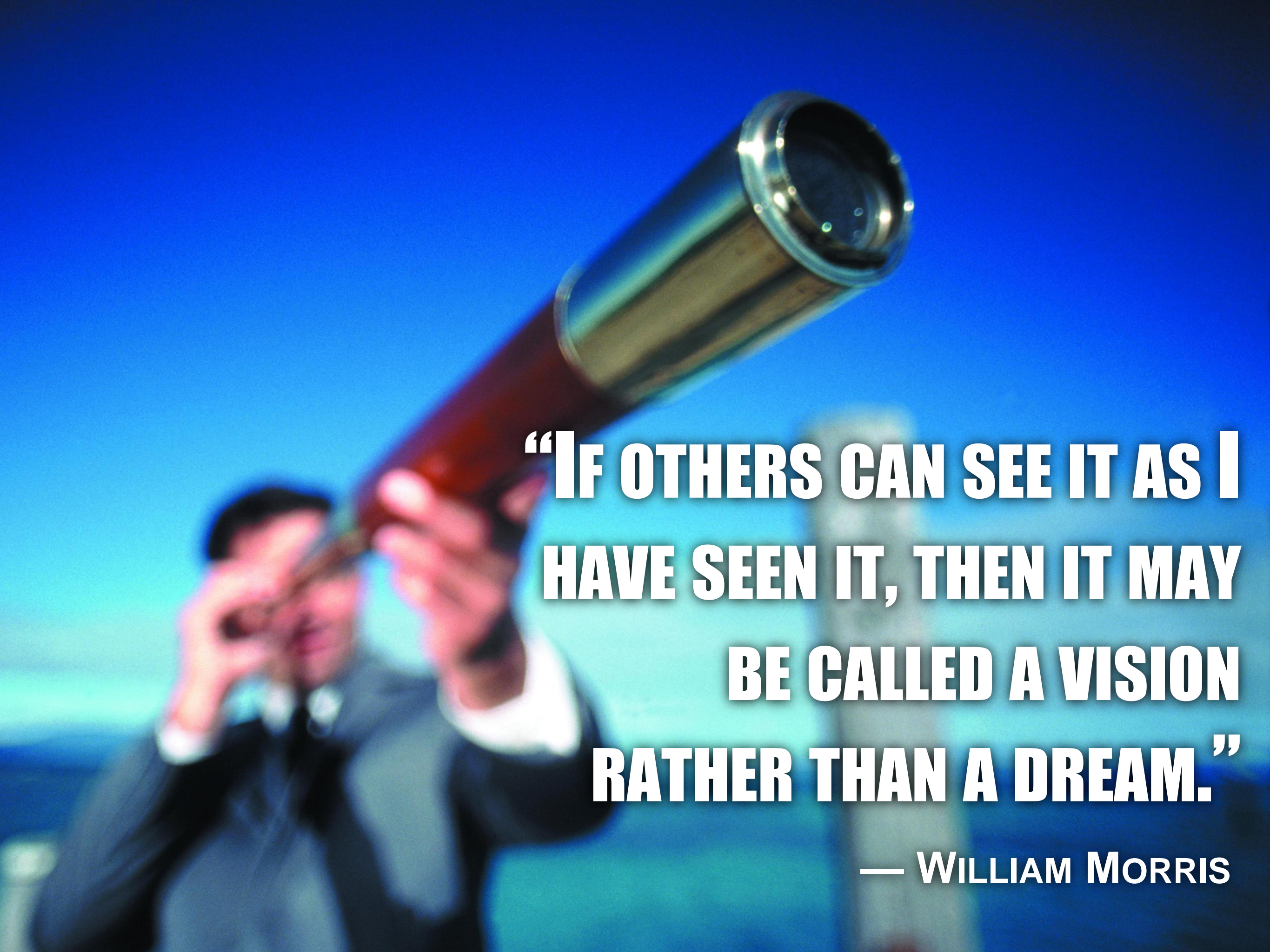
#1

CHANGE BEGINS
AT THE TOP

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Be Different. Live the Authentic.



A man in a dark suit and white shirt is looking through a large, silver telescope. The telescope is angled upwards from the bottom left towards the top right. The background is a clear, bright blue sky. The man's face is partially visible, looking through the eyepiece. The overall image has a motivational feel.

**“IF OTHERS CAN SEE IT AS I
HAVE SEEN IT, THEN IT MAY
BE CALLED A VISION
RATHER THAN A DREAM.”**

— WILLIAM MORRIS

#2

FOCUS ON BEHAVIOURS

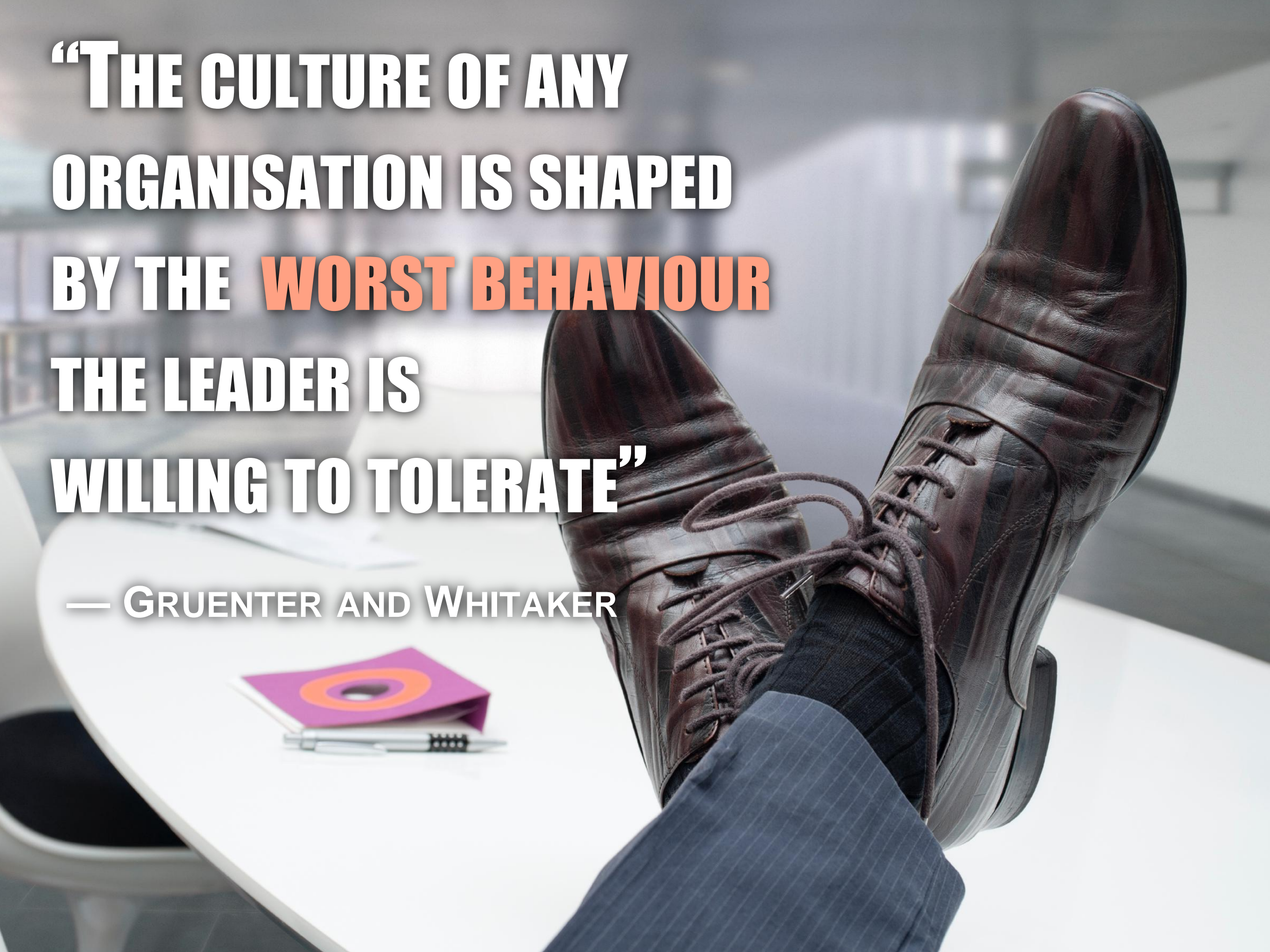
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**“THE CULTURE OF ANY
ORGANISATION IS SHAPED
BY THE **WORST BEHAVIOUR**
THE LEADER IS
WILLING TO TOLERATE”**

— GRUENTER AND WHITAKER



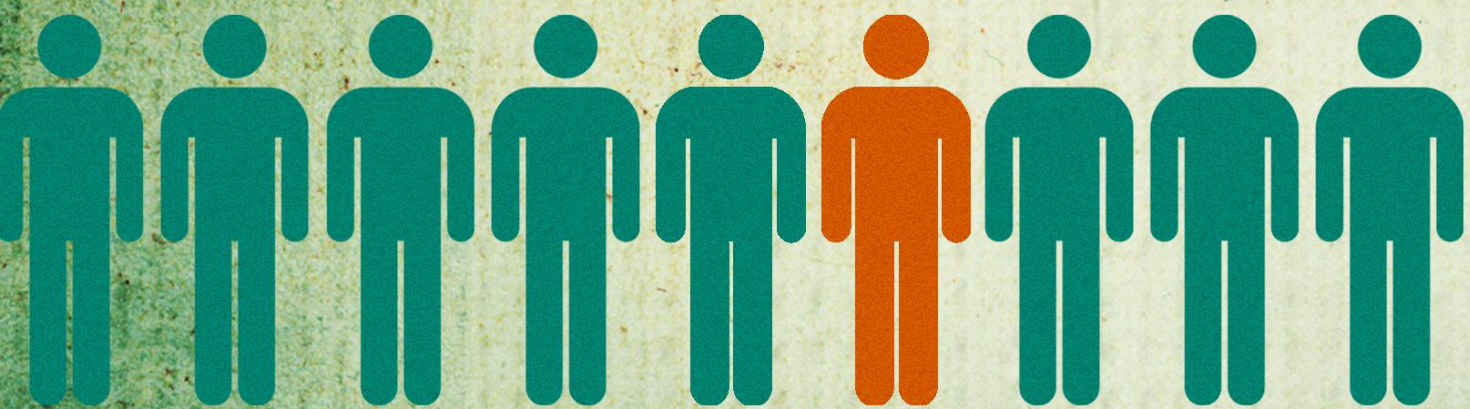
#3

TELL EVERYONE,
INCLUDING THE
JANITOR

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WHAT ABOUT ME


#4

LEARN BY DOING

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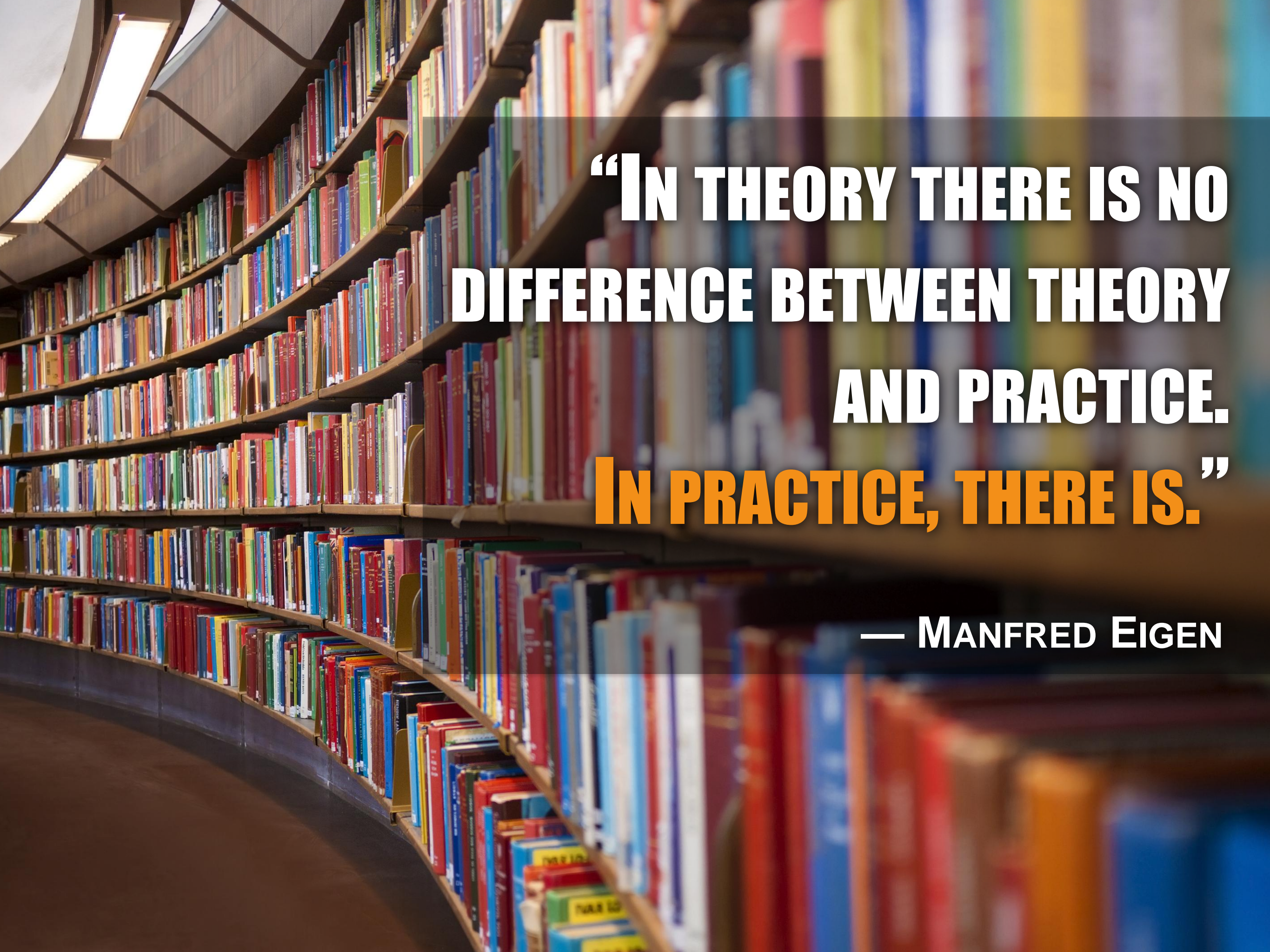


A black and white photograph of two young girls sitting at a table, focused on coloring a large sheet of paper. The girl on the left has long hair and wears a headband with a large floral accessory. The girl on the right has long hair and wears a thin, beaded headband. They are both looking down at their work. In the background, there are shelves with various items, possibly books or supplies. The text is overlaid on the left side of the image.

“TELL ME AND I
FORGET
SHOW ME AND I
REMEMBER
INVOLVE ME AND I’LL
UNDERSTAND.”

— CHINESE PROVERB



A photograph of a curved bookshelf in a library, filled with books of various colors. The shelves are made of wood and the books are arranged in rows. The lighting is warm and the background is slightly blurred.

**“IN THEORY THERE IS NO
DIFFERENCE BETWEEN THEORY
AND PRACTICE.
IN PRACTICE, THERE IS.”**

— MANFRED EIGEN







140 STAFF, 6 GROUPS

KALOPANAYIOTIS VILLAGE, CYPRUS 2014





**“TEAM WORK IS A
CONSEQUENCE OF GOOD
COMMUNICATION AND RESPECT
FOR ONE ANOTHER.”**

— OPEN BOX


#5

BE PREPARED
TO LET GO

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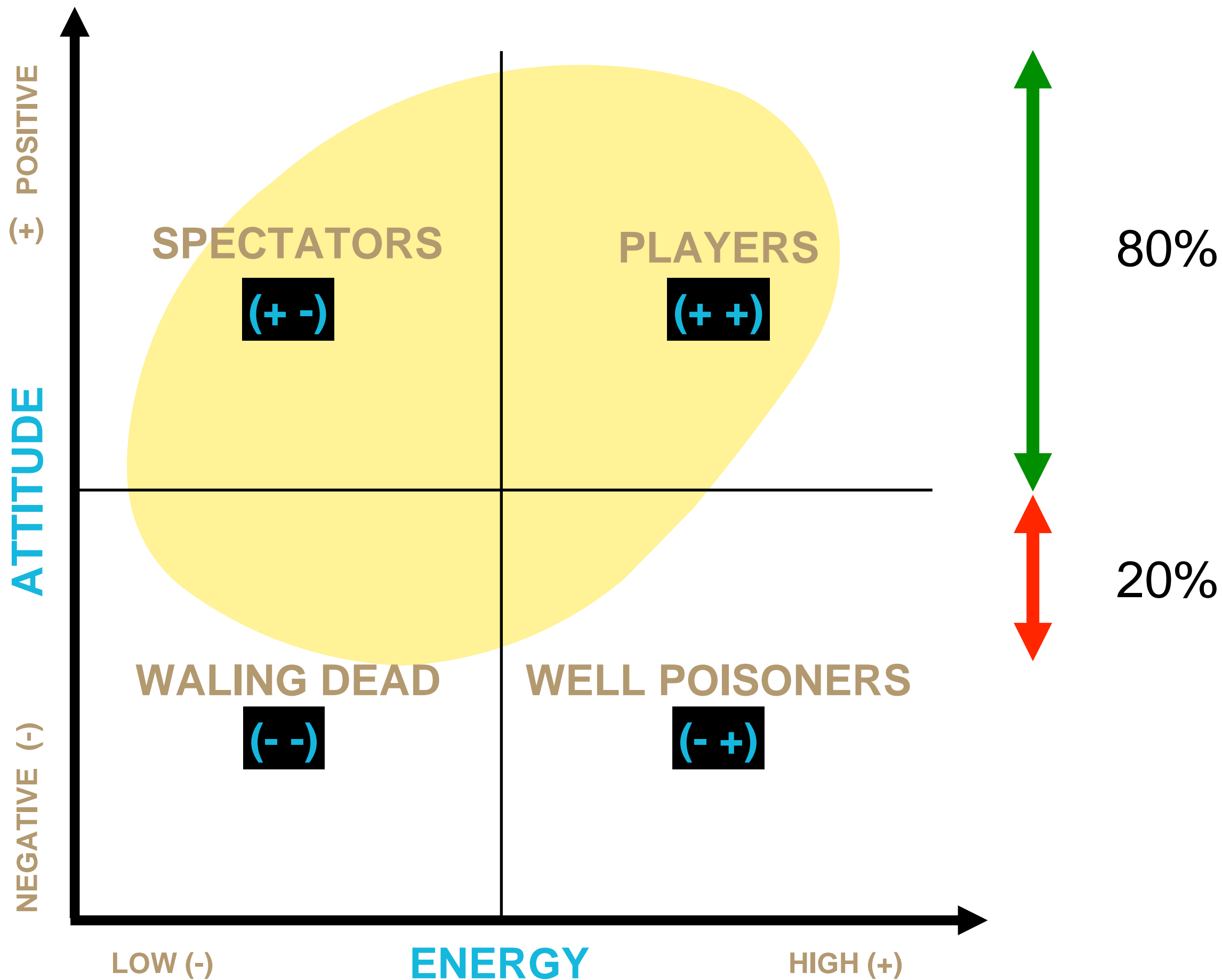
Be Different. Live the Authentic.



A dark stage with a single spotlight shining from the top left corner. The light creates a bright beam that illuminates a dark, leather-upholstered armchair with curved legs. The chair is positioned in the lower center of the frame, facing slightly to the right. The background is dark and hazy, with the light beam creating a soft glow around the chair.

**“JUST BECAUSE SOME PEOPLE ARE
FUELLED BY **DRAMA**,
DOESN'T MEAN YOU HAVE TO
ATTEND THE **PERFORMANCE**”**

— CHERYL RICHARDSON



#6

ONCE YOU
START,
IT NEVER ENDS

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Be Different. Live the Authentic.



9-WEEK POSTER CAMPAIGN



Human Resources

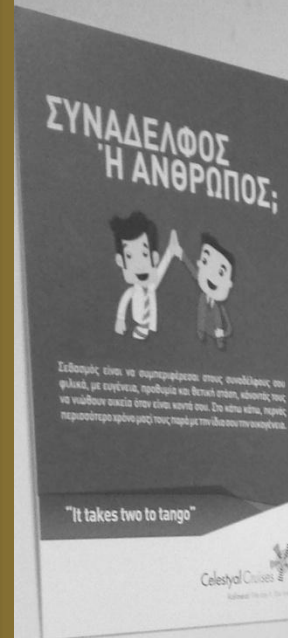
*Transform mindsets, inspire agents...
create a winning team*

ΘΑ ΤΟ ΕΛΕΓΕΣ;



Σεβασμός είναι να υποδεικνύεις το πρόβλημα που σου δημιουργεί η συμπεριφορά του συναδέλφου σου με τον σωστό τρόπο, ούτως ώστε να το θεωρήσει ως δώρο και όχι επίθεση. Κάνοντας αυτό, βοηθάς εσένα αλλά και τον συνάδελφο σου να βελτιωθεί.

“It takes two to tango”



Human Resources

*Transform mindsets, inspire agents...
create a winning team*



#7

BE STRONG &
DECISIVE

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Be Different. Live the Authentic.



WONDER
WOMAN



7 INSIGHTS

- #1 Change begins at the top
- #2 Focus on behaviours
- #3 Tell everyone, including the janitor
- #4 Learn by doing
- #5 Be prepared to let go
- #6 Once you start, it never ends
- #7 Be strong & decisive

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Be Different. Live the Authentic.



A photograph of a beach with waves crashing onto the shore. The sky is blue with some clouds. The text "Your turn to be strong & decisive" is overlaid in white.

Your turn to be
strong & decisive

Organizer



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Thank you for listening. Now go drive change.

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