

ACCELERATING  
ORGANISATION CULTURE  
CHANGE

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# ACCELERATING ORGANISATION CULTURE CHANGE

Innovation through Digital  
Tools

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INVESTOR IN PEOPLE

To my husband, Moon Chong, and my children, Michael,  
Amy, and Matthew.

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# PREFACE

After completing my PhD in 2015, I wondered what was next for me. Should I just place the Doctoral Certificate on a shelf and dust it off every few years? I knew that was not what I wanted. After a few months of deliberation, I decided I should use my knowledge to help make a difference to the industry and to the profession in which I work.

I started writing columns on LinkedIn and also began sharing the results of my PhD work at conferences. The more I wrote, the more people gravitated toward my words and my sharing. Soon, my LinkedIn followers increased substantially and many Human Resource (HR) professionals, students, and mid-career professionals began approaching me seeking advice on their careers, as well as professional advice in the areas of HR, Data Analytics, Organizational Development (OD), and Culture. I also began working with many Small to Medium Enterprise (SME) owners to help with their culture transformation journeys.

A full four years after my Doctorate on Digital Culture Change, I've garnered many new experiences from these interactions and decided to put my ideas together with my research into a new book called *Accelerating Organisation Culture Change*.

This book contains elements of my research as well as experiences I've gained along the way, together with

interviews and insights from CEOs and other seasoned professionals with whom I've interacted over the years.

I hope you will find this an inspiration, and the sharing will help you in your culture transformation journey.

# ACKNOWLEDGMENTS

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Lastly, my grateful thanks to Professor Thomas Magnanti, President Emeritus of SUTD, who gave me support for this research and Professor Chong Tow Chong, my current President, who encouraged and gave me the room to experiment within SUTD.