

Title of Session  <b>SESSION 23</b>	<b>Effecting Cultural Change (1)</b>  <b>Please note that this is a two part session and will be continued at session 33 after lunch at 14.10pm</b>
Presenter(s) and contact details	John Webb Consultant Bridge House, Horn Street, Nunney, Somerset BA11 4NP Tel: 01373 836963 Mobile: 0794 107 5053 eMail: <a href="mailto:johnwebb2@btopenworld.com">johnwebb2@btopenworld.com</a>
Key words	effecting cultural change, influence, behaviour
Aims and objectives	<ul style="list-style-type: none"> <li>• To enable participants to consider how differing professional and local cultures develop, how we can observe them, and what shapes and reinforces them;</li> <li>• To help participants identify the different types of culture within which individual learners, teachers or researchers operate, and the way that cultures can influence their behaviour;</li> <li>• To consider the impact of different cultures on the receptivity of individuals and groups to changes and innovation, for example as represented by new ICT projects and services;</li> <li>• To identify some of the levers for changing culture.</li> </ul>
Audience	General
Style of session	presentation and discussion