



CULTURE SHIFT AND BEHAVIOURAL CHANGE FOR DIGITAL ADOPTION

BUILDING BUY-IN: EMBEDDING NEW
BEHAVIOURS AND MINDSETS THAT
SUPPORT DIGITAL SUCCESS

January 2026



CULTURE SHIFT AND BEHAVIOURAL CHANGE FOR DIGITAL ADOPTION

SHIFTING MINDSETS, SHAPING CULTURE: EMBEDDING LASTING CHANGE THROUGH PEOPLE

We help organisations embed new ways of working by aligning mindset, behaviour and technology.

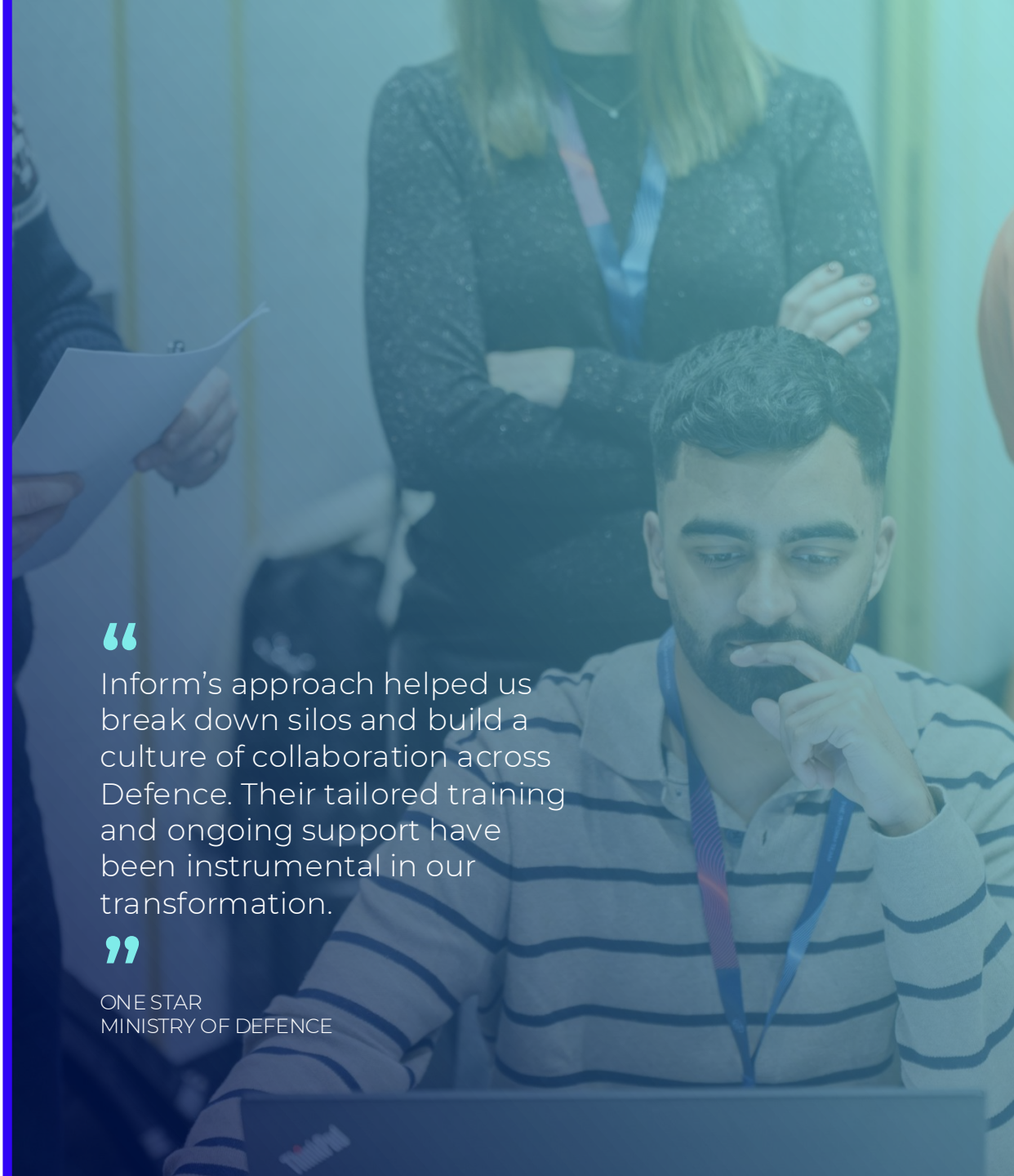
Our culture and behavioural change services create the right conditions for digital success, combining strategy, behavioural insight, practical enablement and impactful communication to shift habits, foster buy-in and make change feel relevant, sustainable and real.

“

Inform's approach helped us break down silos and build a culture of collaboration across Defence. Their tailored training and ongoing support have been instrumental in our transformation.

”

ONE STAR
MINISTRY OF DEFENCE



OUR APPROACH

We support organisations to embed new ways of working by shifting culture and behaviour alongside technology. Combining behavioural insight, practical enablement, and strategic communications, our people-first approach helps shape the mindsets and habits that unlock long-term digital adoption.

BENEFITS



Builds digital confidence and capability across your workforce.



Embeds sustainable behaviour change, not just short-term compliance.



Aligns culture, tools and ways of working.



Supports hybrid and remote working models.



Encourages ownership and engagement from your people.



Identifies behavioural blockers to adoption early.

FEATURES

- ✓ Behavioural change strategy aligned to your culture and goals.
- ✓ Consultancy on embedding new ways of working.
- ✓ Support for hybrid, remote and flexible work enablement.
- ✓ Culture change expertise for digital transformation programmes.
- ✓ Behavioural insight to shape targeted interventions.
- ✓ Engagement and comms support tailored to workforce needs.
- ✓ Measurement frameworks to track adoption and mindset shifts.



WHY CHANGE MATTERS

CHANGE IS THE ONLY CONSTANT

If done right, it encourages innovation, drives efficiencies, develops new skills, and improves morale.

Messaging is the key to success, so we help you craft the right words to say.

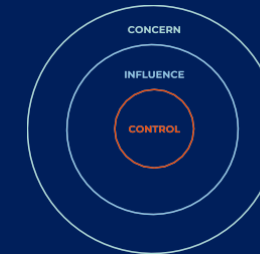
OUR 4 E'S METHODOLOGY

- **Establish:** build the foundations to make things happen
- **Excite:** drive awareness and enthusiasm
- **Equip:** Upskill your people
- **Embed:** Change that sticks





FOCUS ON WHAT YOU CAN CONTROL



Circle of Concern

Examples focusing outside your control

- What "they" think
- Their expectations
- Their behaviour
- Their attitude
- Their opinion
- Disasters
- The news
- Your past
- The economy
- The weather
- Gossip
- Others' behaviour
- Bad drivers
- Stereotypes



Circle of Control

Examples focusing within your control

- Your words
- Your thoughts
- Your actions
- Your attitude
- Your reactions
- Where you live
- Where you work
- How you behave
- What you buy
- What you eat
- Your time
- What you believe
- What you want
- How you feel

Control

Matters that you can directly control and change

Influence

Matters that you cannot directly control, but can somewhat influence

Concern

Matters outside of your control or influence

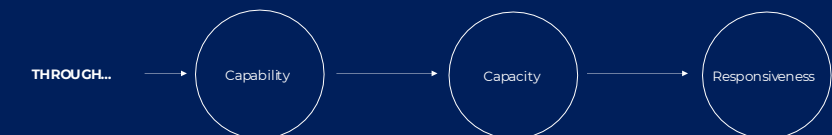


WHAT IS CHANGE MANAGEMENT?

At the work level, it's a **structured approach** to managing the **people side of change** to achieve a desired **outcome**.



At the organisation level, it's about **creating the right conditions to drive change**



SUCCESS STORIES

“

The Inform Team were pivotal in cultivating a mindset of change within ORR which was key to successfully implementing organisational transformation.

In the realm of business change when implementing Teams and SharePoint, it is prudent to remember that change is not a disruption, but an opportunity to unlock untapped potential and elevate our collective brilliance.

”

PROJECT LEAD
OFFICE OF RAIL AND ROAD



SUCCESS STORIES

“

We're now an organisation that has got people with the level of skill to complement their passion for working in new ways. And who are supporting that change within their services.

”

DIRECTOR OF PEOPLE AND INCLUSION
BURY COUNCIL



[Read online: NHS Derby and Derbyshire ICB case study](#)

NHS DERBY AND DERBYSHIRE ICB

- ✓ Delivered a technology landscape report across 300+ care homes
- ✓ Completed a training needs analysis across the ICB
- ✓ Established M365 skill levels and attitudes towards training within the ICB
- ✓ Developed digital skills strategy with recommendations for priority skills and training approach
- ✓ Rolled out a digital champions programme and targeted M365 training

BURY COUNCIL

- ✓ Delivered 18 month digital champions programme
- ✓ Trained over 950 employees in Microsoft 365, soft skills and new ways of working
- ✓ Conducted digital maturity assessments to benchmark skills and measure progress
- ✓ Digital skills increased by 71%
- ✓ Training sessions rated on average 9.3 out of 10 by participants



[Read online: Bury Council case study](#)

MIX AND MATCH OUR SERVICES TO **SUIT** **YOUR PROJECT GOALS**

- Change readiness assessment
- Discovery and scoping workshops
- Microsoft 365 usage analytics and maturity reviews
- Digital strategy and business case support
- Change management consultancy
- Behavioural change and culture shift
- Hybrid and remote working enablement
- Change leadership coaching and support
- Champions network setup and enablement
- Microsoft 365 and Copilot adoption
- Communications and engagement for change

