

# G-Cloud 15 Service Description

Organisational Culture Change & Behaviour Change

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Methods fuse neuroscience with our Organisational Culture and Behaviour Change service. This combines change management, organisational psychology, and neuroscience for tailored, sustainable transformation. Collaboratively, we develop customised change strategies informed by neuroscience principles. From assessments to interventions, we provide comprehensive support for lasting change, enabling a structured, effective approach.

What is the Service

Organisational Culture and Behaviour Change as a Service is an innovative offering that combines the principles of neuroscience with leading change management methodologies to facilitate transformative shifts in workplace culture and individual behaviours. Grounded in the latest insights from neuroscience for change, this service provides a holistic approach to reshaping beliefs, behaviours, and norms within an organisation. By leveraging neuroscience-backed strategies and interventions, we empower organisations to create a culture that fosters innovation, engagement, and sustainable success.

At Methods we define culture as the ‘way things are done’ in an organisation. Many organisations have existed for a long time and the culture may have grown organically with little thought as to how to shape it or what it should be. Our Culture & Behaviour Change service provides organisations with the support, skills, advice and tools they need to take a more structured and effective approach to their cultural change journey.

What can it do for you

With longer term trends relating to technology, automation and changing customer and employee expectations, coupled with more recent accelerated changes to working practices, an organisation’s culture is more important than ever. Both in meeting organisational strategy, standards and performance objectives and in supporting effective transformation and change. Recent findings show that many leaders across public and private sectors now believe that culture is more important to performance than the organisation’s strategy or operating model.

Our Culture & Behavioural Change service helps you throughout your cultural change journey, wherever you are in your current capacity and maturity levels. We deliver our findings and recommendations in a way that is accessible and actionable. We only focus on practical ways to influence your culture and avoid jargon and theoretical approaches that can feel hard to apply.

More broadly, effective cultural and behavioural change can cultivate cohesion and alignment with strategic objectives; foster innovation, experimentation and adaptability, it can enhance employee/customer engagement, satisfaction, morale and inclusivity, as well as building organisational and staff resilience and agility.

Service Features

- 1. Assess organisational culture comprehensively; understand current state effectively
- 2. Define, articulate cultural vision, values clearly for alignment and clarity
- 3. Drive more effective change, transformation initiatives for organisational growth
- 4. Align culture, behaviours with vision, values, strategic objectives for coherence
- 5. Foster innovation, customer-focus, enhanced performance, motivation seamlessly
- 6. Improve talent acquisition, retention with clear employee value proposition
- 7. Reduce employee dissatisfaction, resistance to change effectively for smooth transition
- 8. Develop customised strategies for behavioural change; leverage neuroscience insights efficiently
- 9. Provide leadership coaching, development programmes; equip leaders with necessary skills
- 10. Understand culture change outcomes, benefits effectively; enhance benefits realisation

Service Benefits

- 1. Understand current culture’s context, shaping factors for clarity
- 2. Map existing culture, considering diverse cultural perspectives for insight
- 3. Drive improved performance, productivity aligning culture with strategic goals
- 4. Assess cultural alignment to organisational vision, values, strategic goals
- 5. Enhance leadership tiers' ability to lead transformational change effectively
- 6. Foster culture of creativity, experimentation, collaboration; gain competitive advantage
- 7. Define clear value proposition for current, future employees; enhance satisfaction
- 8. Increase employee satisfaction, morale, retention with positive workplace culture
- 9. Develop roadmap with implementation strategies for target culture delivery
- 10. Drive meaningful cultural, behavioural change; unlock growth, innovation

Contact details

# End-to-end transformation and innovation experts

Applying our skills in innovation and collaboration from across the Methods Group, to deliver end-to-end business and technical solutions that are people-centred, safe, and designed for the future.

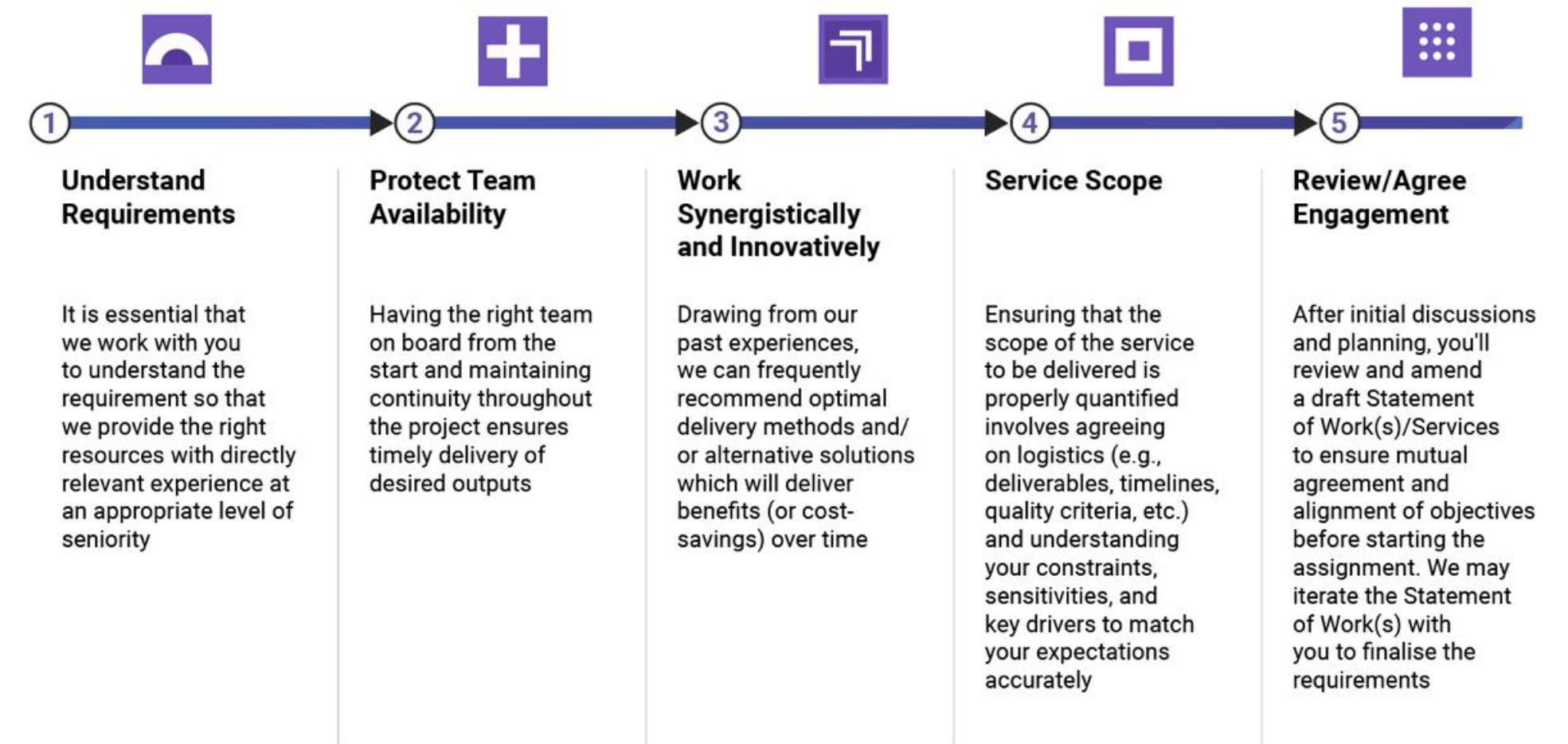
Methods provide collaborative and innovative solutions to help Central Government adapt to the changing landscape and deliver better outcomes for citizens.

With a focus on driving interoperability and innovation in UK Central Government, we have helped multiple organisations in the sector modernise their IT architecture, systems, strategy, and operating models to improve organisational resilience and service delivery.

Methods deliver wide-ranging services and thought leadership to support delivery including:



# Onboarding and offboarding process



## Ordering and Invoicing

Once we have agreed a Statement of Work(s) we will sign the appropriate agreement and complete a Call Off contract with an attached Statement of Work(s), and submission of a Purchase Order. We will then set up a mutually acceptable start date and commence work.

Payment terms are 30 days or less as may be agreed.

Please note - we are unable to accept Government Procurement Card (GPC) payments.

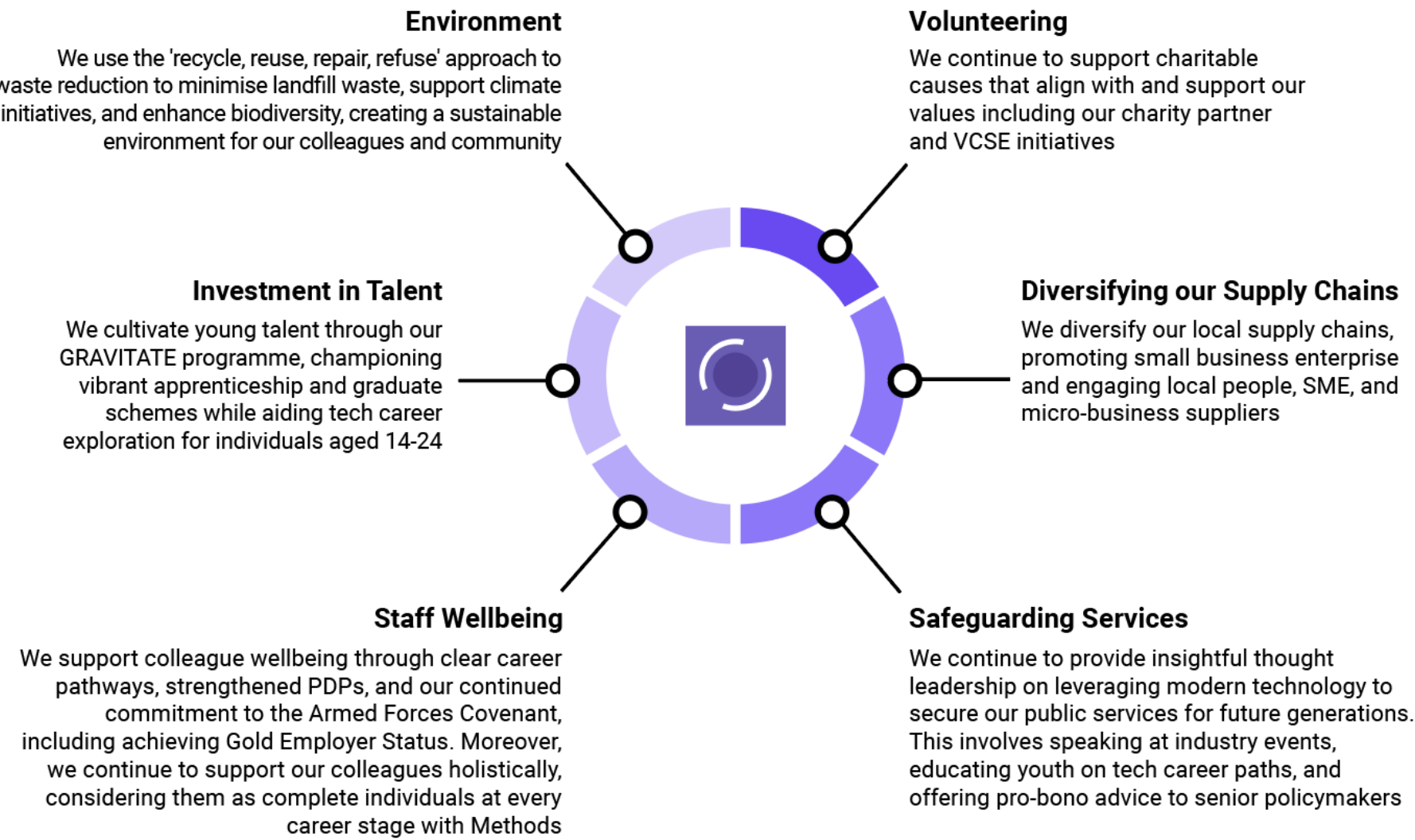


## Customer Responsibilities

For any given requirement, we will identify any dependencies on the customer (e.g. access to key stakeholders, facilities, documentation, etc.) and agree these at the start of the work.

# Making a difference

The work we do each day is focused on delivering a positive difference for the public sector for the benefit of society as a whole.



# Customer stories

**Cloud Hosting & Service Modernisation**  
Modernised digital services using secure cloud hosting, streamlined legacy workflows, and improved data insights. Delivered faster decisions, reduced manual effort, and a more transparent, **user-friendly experience** for internal teams and external users.

**Cloud-Based ITSM Consolidation**  
Unified multiple service desks onto a cloud-based ITSM platform, standardising processes and automating workflows. Improved incident, change, and problem management, **boosting** overall **service reliability, efficiency, and organisational visibility**.

**Large-Scale Cloud Migration (100+ Apps / 120TB)**  
Delivered cloud migration of **100+ legacy applications** and **120TB of data** with **100% availability**. Strengthened compliance, improved transparency, and significantly enhanced operational resilience across critical digital services.

**Azure Migration & Modern Workplace Enablement**  
Migrated data centres to Azure and deployed modern workplace cloud services, delivering secure, scalable infrastructure. Achieved improved user experience, strengthened security posture, and **£1m savings** - all with zero service disruption.

**Cloud ITSM Migration (ServiceNow SaaS)**  
Successfully migrated from a legacy ITSM tool to a modern, cloud-based ServiceNow platform. Delivered scalable, robust service operations, strengthened governance, and enabled faster, more consistent digital service delivery across the organisation.

**Cloud-Native Data Pipelines (Azure Integration)**  
Built automated Azure Data Factory pipelines into a Lakehouse architecture, using Bronze/Silver/Gold layers and Delta with CI/CD. Delivered secure daily refreshes, improved data quality, lower manual effort, and more efficient reporting.