BELIEVING IN AUTHENTIC LEARNING



Training Program

MBC

Management By Culture

Building and transforming corporate culture in a dynamic world and in an era where there are increasing needs for people's independence and autonomy.

PACE | PACE Institute of Management



“Management by culture is the future of management. No organization can become unique, robust, and sustainable without deeply caring about culture and organizational culture.”

Dr. GIAN TU TRUNG

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In the world and in Vietnam, businesses are increasingly focusing on building culture as one of the essential goals in management and development strategies. It is the internal strength that helps enterprises overcome challenges, providing the energy and momentum to realize their vision and aspirations.

Moreover, corporate culture is a core factor in attracting and retaining talents, directly impacting the business results of an organization. Research also indicates that organizations with powerful cultures achieve better business performance. Specifically, they show a capability to increase revenue by over 48%, enhance employee engagement by more than 80%, and improve customer satisfaction by more than 89% compared to organizations that pay less attention to culture and organizational culture (according to the Katzenbach Center).

Based on in-depth research, the **Management by Culture** program (**MBC** program) is a special program designed and delivered by **PACE Institute of Management** (PACE). This program is aimed to empower businesses in turning culture into a crucial competitive advantage and transforming the enterprises into some of the most desirable workplaces.

Since its establishment in 2001, PACE has been known as the first institution in Vietnam to turn Corporate Culture and Business Philosophy into must-learn solutions for entrepreneurs. To date, thousands of business leaders, organizational leaders, HR leaders, and executives have taken programs as such and applied these principles, methods, and practices in strategic planning, as well as in the personal, departmental, and organizational culture transformation.

The program is also aimed to encourage the understanding and application of Management by Culture (MBC) in Vietnam, alongside traditional management approaches such as Management by Objectives (MBO) or Management by Policies (MBP). Management by culture is the future of management. Culture is not only a tool but also the purpose of management, especially in an ever-changing world and in an era where people's needs for independence and autonomy are increasing.

The organizational culture is comprised of three cultural components: Human Way, Company Way, and Learning Culture. To build an organizational culture that is both effective and people-centric, while having a distinct identity, the emphasis should be placed on Human Way and continuously nurtured by Learning Culture.



The Organizational Culture-building Model

"Management By Culture" Book, author Dr. Gian Tu Trung

TARGET PARTICIPANTS

- Business leaders (e.g. Chairpersons of the Board of Directors/Board of Trustees, CEOs, Board Members, Deputy CEOs, business owners, and others).
- Those who are responsible for building and transforming corporate culture in various enterprises and corporations, both domestically and internationally.
- Those who aspire to build and nurture a strong and distinctive culture within their departments or teams, while maintaining an alignment with the overall culture of the enterprise.
- The program content is principle oriented and applicable not only to corporate businesses but also to educational institutions, healthcare organizations, non-profit organizations, governmental agencies, and more.

PROGRAM CONTENTS

- What is culture? What truly defines an organizational culture?
- The roles of organizational culture in the success or failure of a business
- Management, management through culture, and the future of management
- Philosophies in building an organizational culture
- Common models of an organizational culture
- Methods for building an organizational culture
- The process of creating an organizational culture
- Solutions for building organizational culture

PROGRAM OBJECTIVES

- Gain a deeper understanding of culture and its role in success and happiness, and in the sustainable development and breakthroughs of businesses.
- Provide participants with comprehensive mindset, methods, skillset, and toolset to enable business leaders to build or transform their cultures effectively.

DURATION & TUITION FEE



Duration: 2 sessions
(8:30 - 11:30 and 13:30 - 16:30).



Opening schedule: Please see the detailed schedule of upcoming courses on PACE's website: www.PACE.edu.vn.



Tuition fee: for regular tuition fee, special rates fro group enrollment, early bird fees , please see details on PACE's website www.PACE.edu.vn or contact PACE's Training Consulting Department.

PACE Books, PACE Training, and PACE Consulting
(members of PACE Institute of Management) **have been partnering with and empowering businesses in building and reinventing culture**

PACE Books

(The book "Management by Culture" published by PACE Books)



The book "Management by Culture" by Dr. Gian Tu Trung is a masterpiece currently available for those who are interested in building culture for individuals, departments, organizations, or communities, especially for leaders and professionals responsible for creating and transforming culture within organizations.

If you're looking for a book to better understand corporate culture and effective methods of building culture, this book is a must-read.

PACE Training

(The training program "Management by Culture" is delivered by PACE Training.)

MBC
Management By Culture

MBC is an in-depth training program that provides fundamental concepts, philosophies, models, and core methods for building and transforming culture. Particularly, these principles are universal and can be applied to various types of organizations, including schools, healthcare organizations, media agencies, nonprofits, governmental agencies, non-governmental organizations, and others.

The book "Management by Culture" is one of the four most important reference materials for this specialized MBC training program.

PACE Consulting

(Consulting services for Building and Transforming Corporate Culture is provided by PACE Consulting.)

CONSULTING SERVICES FOR BUILDING AND TRANSFORMING CORPORATE CULTURE

The consulting services for building and transforming culture are provided and tailored to specific needs and characteristics of each business. PACE Consulting has more than 20 years of experience in advising on culture and cultural transformation for businesses and corporations in Vietnam.

Businesses can either implement independently, with PACE playing a role in providing critical feedback and enhancement, or PACE can partner and support the business in all stages of the culture building or transformation process.

PACE
INSTITUTE OF MANAGEMENT

SHAPING THE FUTURE OF MANAGEMENT

Founded in 2001, PACE is one of Vietnam's most influential management institutes. For more than 25 years, PACE has helped advance modern management practices in Vietnam - strengthening leadership capacity, elevating governance standards, and expanding organizations' global outlook. PACE is also the first school for business leaders in Vietnam.

PACE is a trusted partner in transforming leaders, teams, and organizations to achieve breakthrough and sustainable performance in an ever-changing world.

PACE's 3 Core Solutions to relize its mission:

1. PACE Training
2. PACE Consulting
3. PACE Books

PACE ecosystem **includes 8 affiliated schools, 8 member companies**, and **8 global partners**, aligned across three integrated pillars: Training, Consulting, and Publishing. Together, they cover eight core disciplines of management: General Management, HR Management, Financial Management, Marketing Management, Sales Management, Production Management, Supply Chain Management, and Project Management.

PACE also advances its mission through **PACE NPOs**, a long-term portfolio of non-profit educational initiatives launched in 2007, designed to deliver comprehensive and meaningful impact.



PACE
INSTITUTE OF MANAGEMENT

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