

Fabrika

High-Performance
Centre for the Cultural
Transition of Organisations

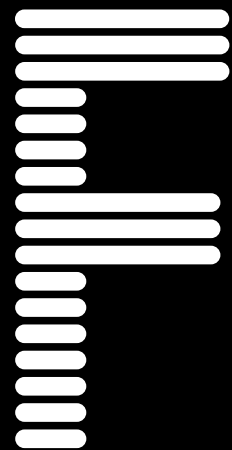


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**New Culture.
A shared project
based on trust.**













New Culture transforms an organisation into a shared project based on trust.

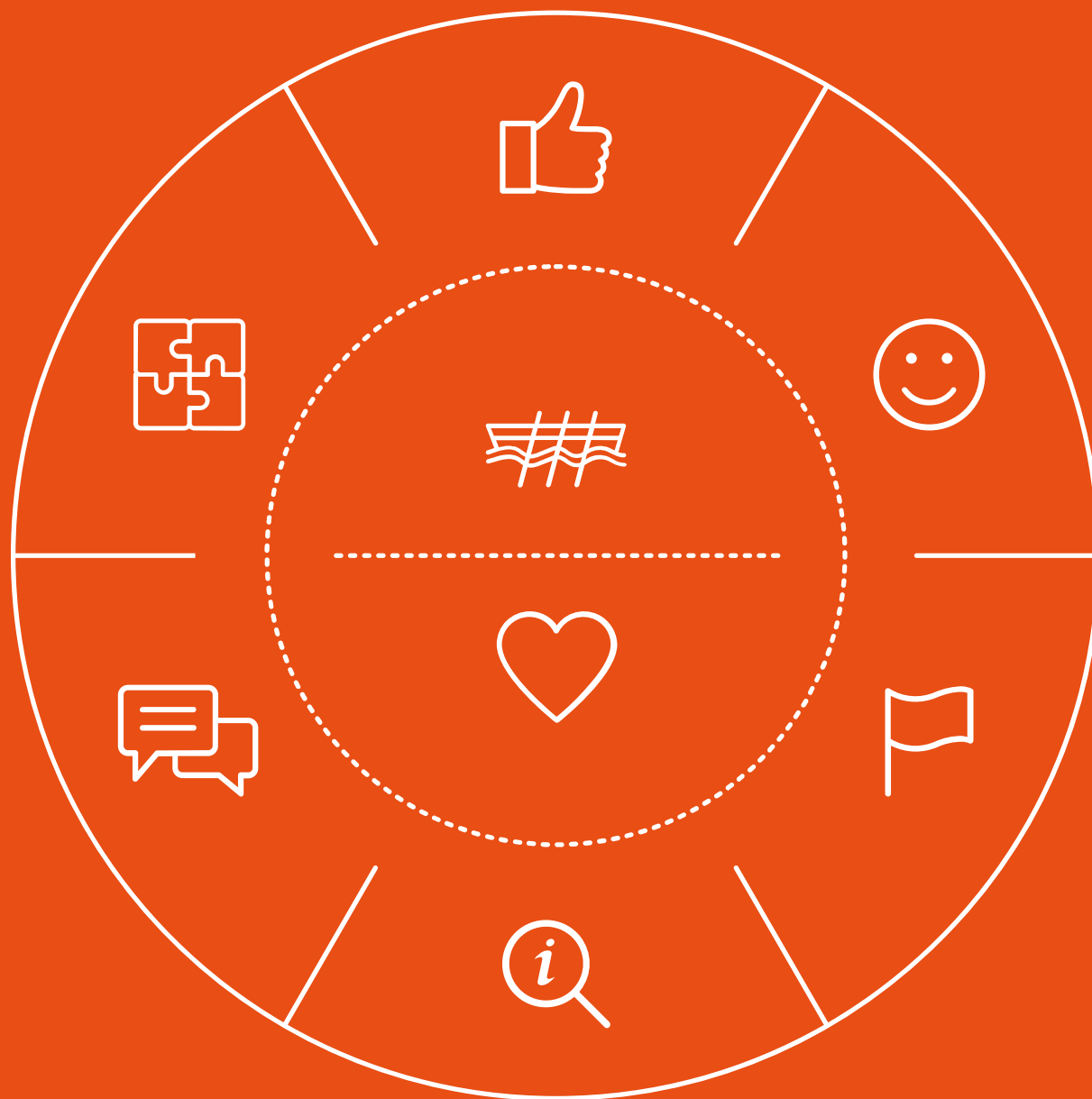
We see an organisation like a rowing boat, in which everyone rows together in the same direction.

1. New Culture

Working 8 key principles:

- | | |
|---|---|
|  | 1. Inspirational Purpose |
|  | 2. Trust |
|  | 3. Shared Values |
|  | 4. People's Well-being |
|  | 5. Facilitative Transformational Leadership |
|  | 6. Effective Communication |
|  | 7. Participation |
|  | 8. Adaptability |

The 8 principles of the New Culture:



1. New Culture



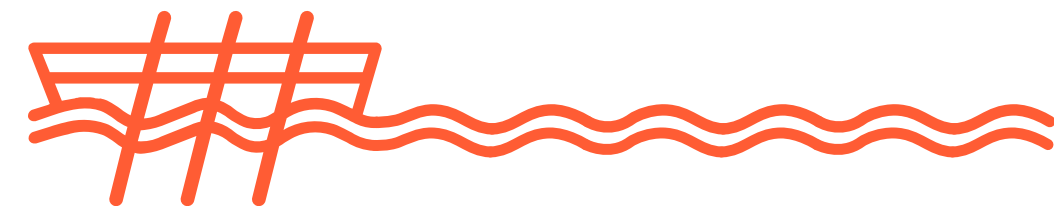
1. Inspirational Purpose

It is key to define why we do what we do, to share the direction in which we are heading and to row together in the same direction. An inspirational and shared purpose (in line with each person's individual purpose) gives meaning to our everyday work, stimulates commitment and a sense of belonging, strengthens motivation and offers the best version of each person.



2. Trust

It is the key that changes everything, making everything else much easier. It is people's choice and it cannot be imposed and can only be gained by being worthy of their trust. It is built slowly and steadily over time. It integrates the person's confidence in themselves, in others and in the organisation. Building trust requires focusing on the other person, developing collaborative relationships and thinking about the long term.



1. New Culture



3. Shared Values

Values play an essential role in every organisation by establishing how things should be done, guiding people's work and helping them make the right decisions, advancing together in its purpose and objectives. Shared values have a direct impact on motivation and commitment, constituting an important element in talent attraction and loyalty. They are also valuable in gaining new customers, who may be attracted by common values or values that inspire them.



4. People's Well-being

The new culture puts people at the centre of the organisation, guaranteeing the sustainability of the business project. Investing in people's well-being is not only good in itself, but there is growing evidence that devoting time and resources to people's health and well-being also has important benefits for the organisation. Cost savings from fewer stress- and fatigue-related illnesses, better professional performance, a good brand image that facilitates the attraction and retaining of talent or greater loyalty to the organisation are some examples. Focusing on people means attending to their material and emotional needs, asking them how they feel, looking after their physical and mental health, encouraging the development of their individual abilities and creating working environments in which people can reach their full potential.



5. Facilitative Transformational Leadership

Implementing the New Culture requires facilitative and transformational leadership, with a focus on people and relationships, and that by setting example creates safe and trusting spaces where different ideas can be shared, difficult conversations can be had or new things can be explored without fear of failure. In such environments, people take risks, are more creative and work towards finding overarching and innovative solutions that increase the organisation's performance and its ability to respond to changing environments.



6. Effective Communication

Good communication is fundamental to achieving goals and acting in line with the core values of the organisation. Effective communication enhances organisational processes, breaks down barriers, generates relevant information and leads to better decisions. For communication to be effective, it is essential to learn to express oneself in an authentic and sincere way based on needs, to create adequate channels for information to flow easily between individuals and teams, to give complete and transparent information that generates trust and allows individuals and teams to do their work well and make well thought-out decisions independently, to develop active and empathetic listening that generates a continuous stream of feedback of the team processes.





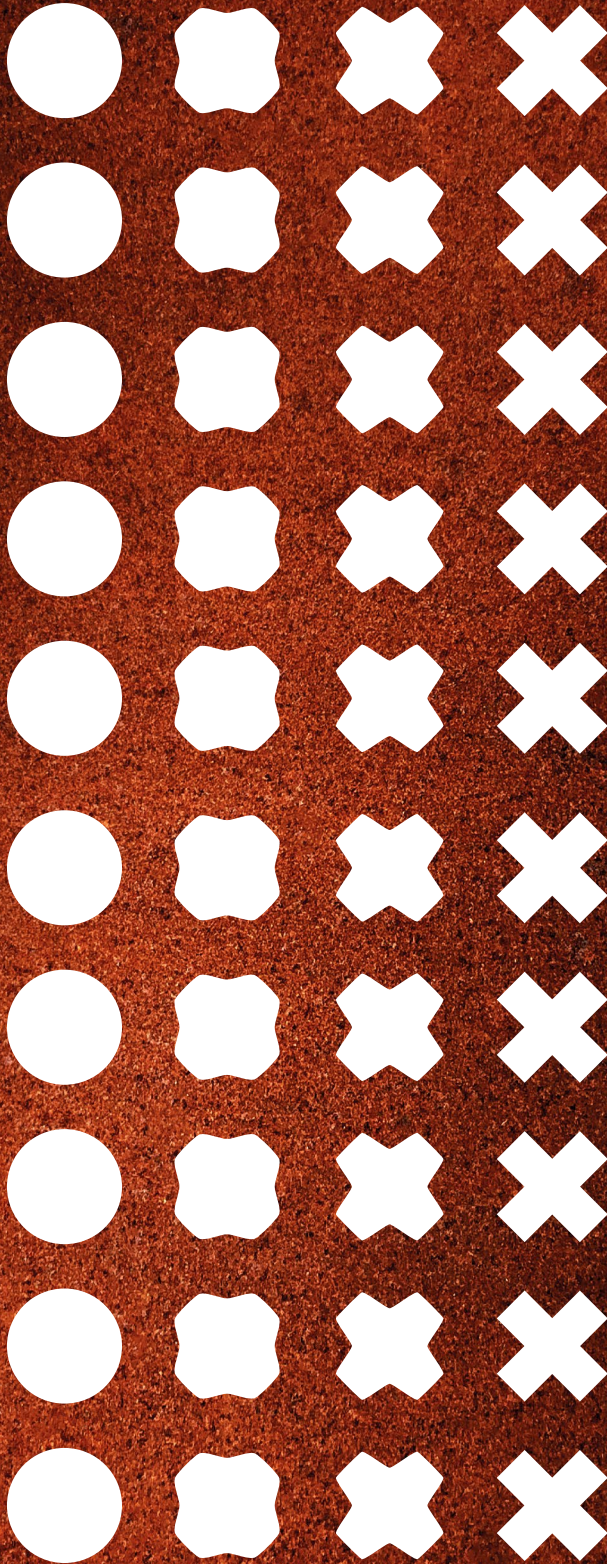
7. Participation

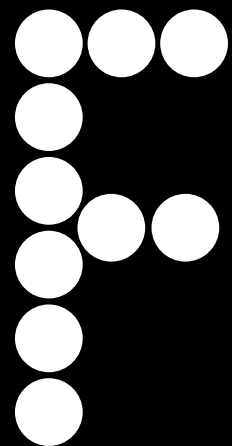
Involvement in management processes generates greater commitment and motivation among people, who feel more satisfied when they see that their ideas are being considered and even implemented. Empowered with decision-making and risk-assessment capacities, greater involvement has a very positive impact on productivity, increasing creativity and innovation while reducing the need for supervision. Greater involvement is only successful if it is genuine, based on trust and transparency, and if it builds on people’s capacity to act individually and take power responsibly.



8. Adaptability

Adaptability is the ability of a system, team or organisation to adjust the internal dynamics in a streamlined and efficient way in order to respond appropriately to changes in a volatile, uncertain and complex environment. To achieve this, individuals and teams must be quick to read signals and act on them, have the knowledge and skills to better manage change processes, experiment with new ideas and proposals, discard what doesn’t work and reinforce what does, and instil this learning capability in the organisational culture.





The New Culture emerged as a collective movement of the companies of Gipuzkoa. Now it is open to the world to inspire and share a different way of thinking, doing and relating in organisations.

2. History of a journey

2002

Beginning of Leadership Program

We were pioneers with the creation of different leadership programs aimed at Managers and Executives.



2009

Companies of Gipuzkoa Adeg.

It was initiated by the concern for a new way of interacting with each other that was present in some companies in Gipuzkoa and in other international experiences.



2014

Public presentation New Business Culture.

It took off with awareness and implementation in more companies and towards society.



2020

Presentation of Fabrika.

It continues with the ambition to industrialise, make tangible and internationalise the New Culture.



2022

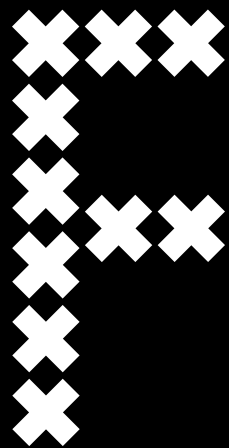
Fabrika Building.

Developing Soft Skills in a digital world that competes to attract new generations.



**We transform organisations,
transforming people,
for a better society.**





**We are the first
High-Performance
Centre designed for
the Cultural Transition
of Organisations.**

**We are world pioneers
and have an international
vocation.**

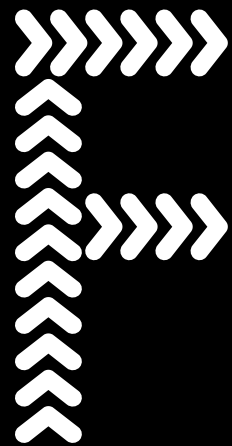
3. Why Fabrika?

At Fabrika we offer our programs to organisations that wish to bring about a new culture where effectiveness, affectivity and adaptability play a leading role in the long term, regardless of their size, sector, legal form or origin.

At the same time, we develop the capabilities of all people (owners, management, middle management and workers in general) to their maximum potential.

And increasing the impact of the organisation as an agent of social transformation. We want to transform organisations, by transforming people, for a better society.

We also offer programmes for professionals who want training, teachers and students from educational centres, public administration personnel, experts and business schools, and even researchers or enthusiasts from society in general.



We have developed our own working method to successfully address the culture transit.

4. Method

The Fabrika Method we work with consists of 6 main ingredients:



The systemic view of a business.



The importance of hidden informal aspects.



Differentiating between personal / team / organisational levels.



Designing the phases of the transformation process by also carrying out off-site work.



Leadership to overcome differences, preserving the cohesion of the group.



Cultural transition as a long journey.

4. Method



The systemic view of a business.

A business is composed of interrelated subsystems that relate to each other in an organised manner in order to yield the desired results. It is a living and complex social system in which **any action on one part affects the others**, requiring a global view of the whole.



The importance of hidden informal aspects.

Normally, we focus on the formal structures and processes of an organisation. But there are other **informal aspects that are unseen but occur** in parallel, determining the degree of success of any action. Some examples of these are the distribution of roles, affinity, status and power.



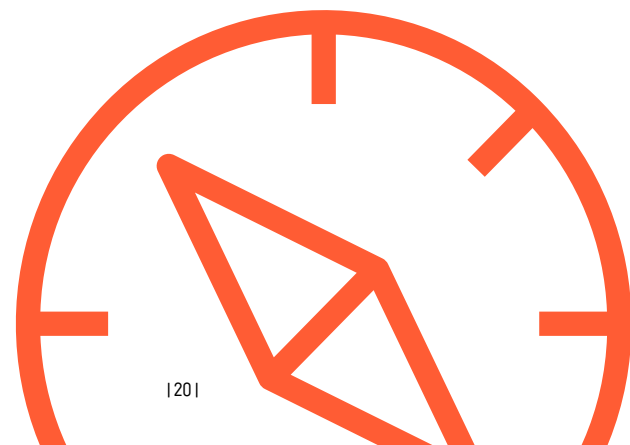
Differentiating between personal / team / organisational levels.

As we can address **the team as a whole**, it forms the **basic intervention unit to support the cultural transition process**. We are interested in what the team thinks, how the members listen to each other, how decisions are made. When the team goes through a change, so does the individual member. This will cause a snowball effect and over time, it will generate a cultural transition of the entire organisation.



Designing the phases of the transformation process by also carrying out off-site work.

It is essential to design all the phases of a transformation process: awareness, motivation, acquisition of new knowledge, development of new practices and reinforcement over time. And **to rely on off-site work** as a tool to sustain progress, internalise learning and optimise the use of time.



4. Method



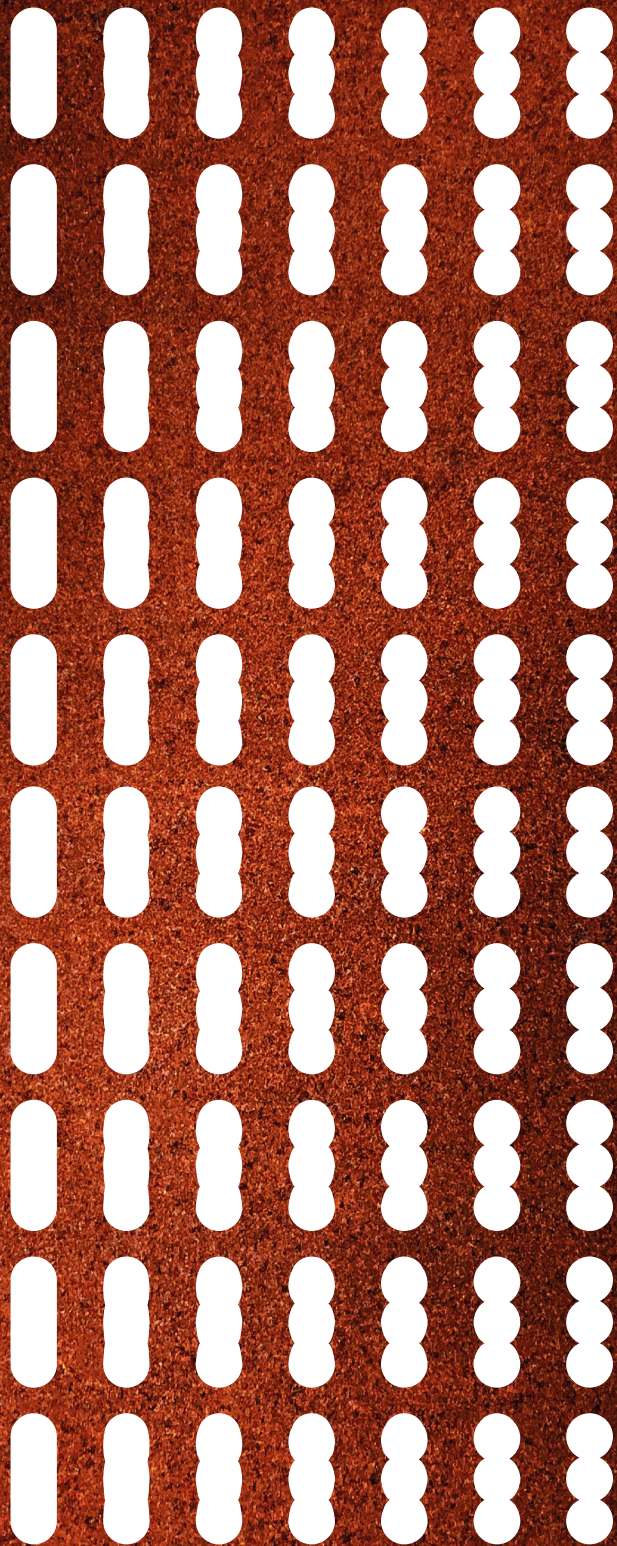
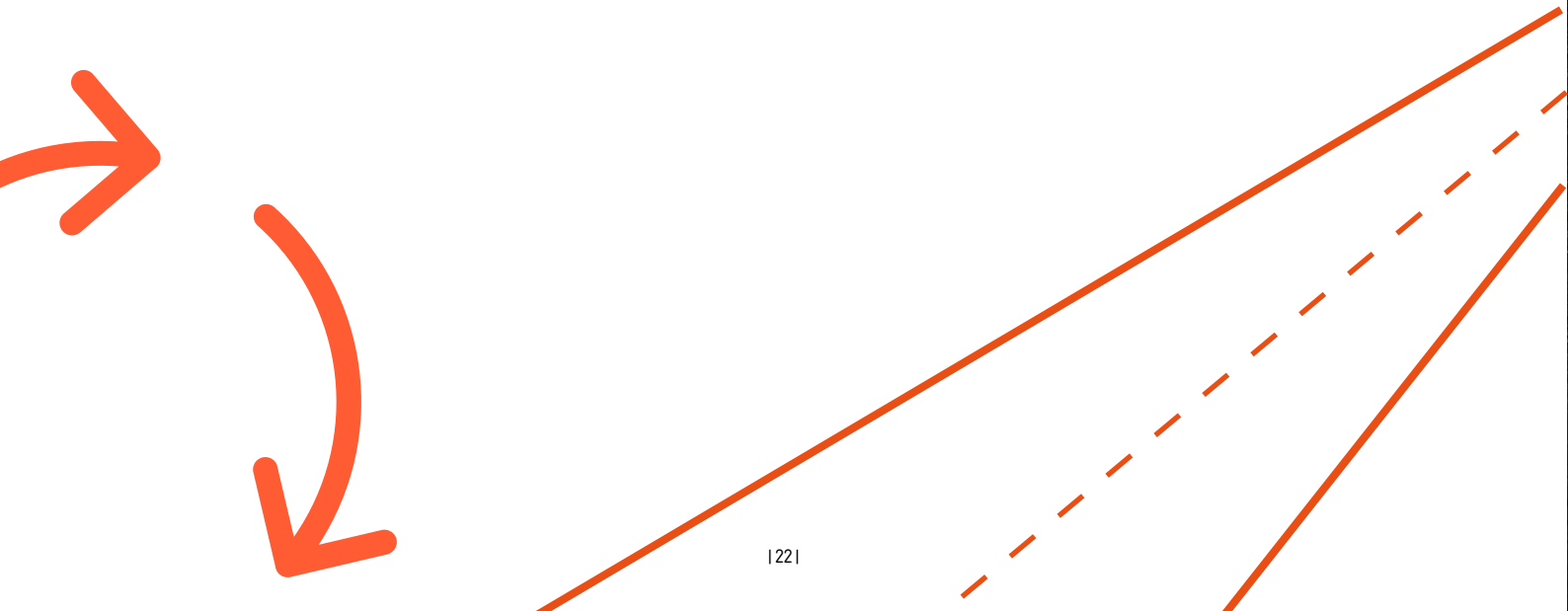
Leadership to overcome differences, preserving the cohesion of the group.

Leadership must provide **safe spaces for diversity** where people can think, express and act differently. And at the same time preserve the common goals, cohesion and sense of belonging of the group.



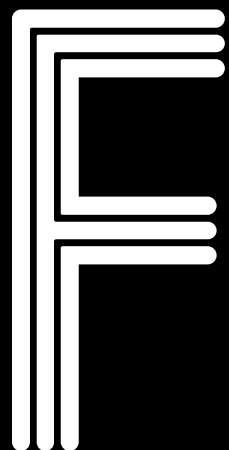
Cultural transition as a long journey.

The cultural transition of an organisation doesn't happen overnight, it is **a long journey** that may never end. Each organisation must find the most suitable pace to discover and internalise new ways of doing and relating, while gaining greater autonomy throughout the process.



**A singular building
in a unique environment.**



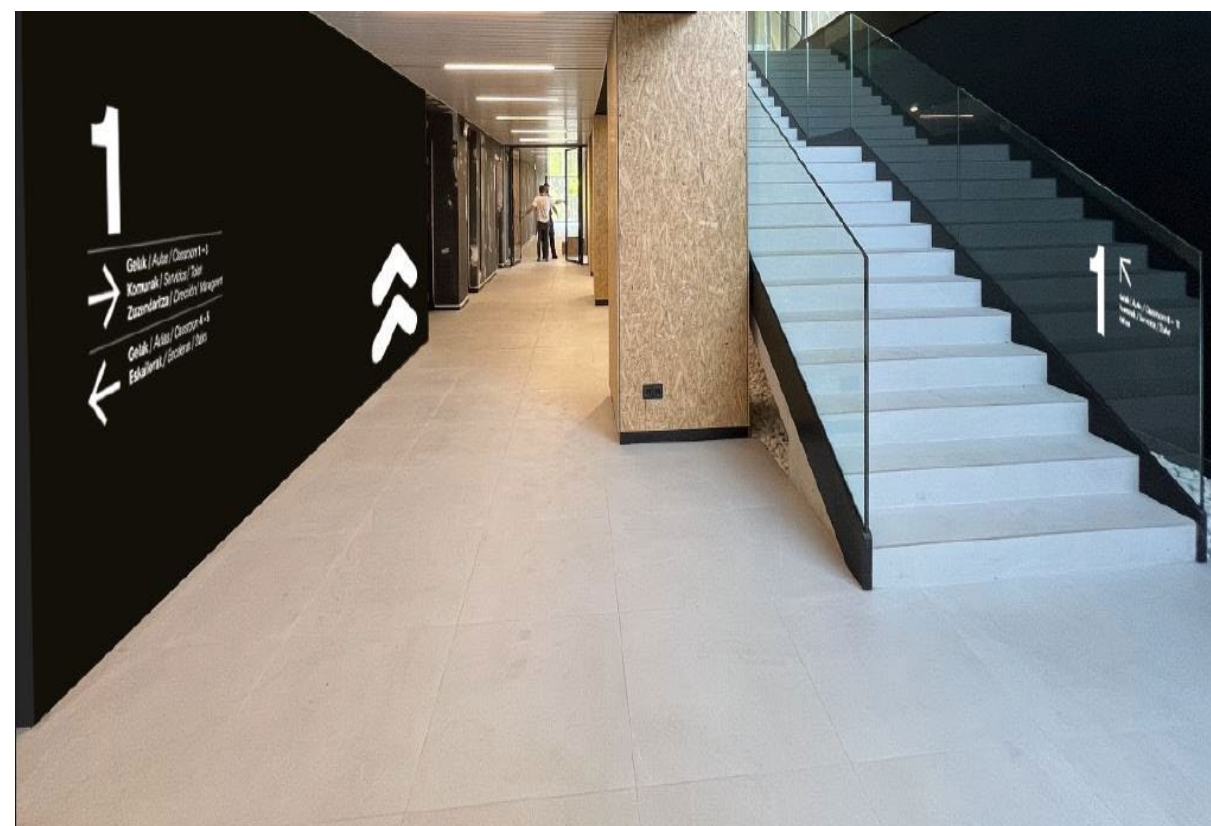


Located in a unique environment in Donostia –San Sebastián, we designed the building specifically to generate contexts that maximise the impact of the transformative activities we carry out.

5. The Building

We designed the Fabrika building specifically to generate contexts that maximise the impact of the transformative activities we carry out.

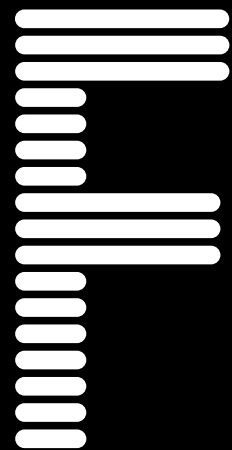
Based on transparency, it combines styles of industrial factory organisation with more humanistic aspects, allowing indoor-outdoor activities, evoking the world of rowing and rowing boats.



5. The Building

It is located in the unique environment of San Sebastián, a great little city recognised as one of the most attractive tourist destinations in the world.





We offer organisations programmes to transform their culture together with complementary personal transformation programmes.

6. Company Programmes

6.1 Cultural Transition Programmes

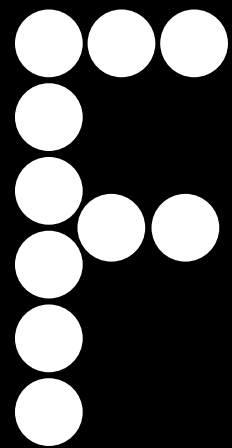
They transform the organisation's culture as a whole, through the global impact on the entire system.

- New Culture Awareness.
- New Culture Knowledge
- New Culture Transformation.
- New Culture Integration.

6.2 Programs for Organisations Leaders

It allows to gain awareness and motivation to start the path of change and acquire skills to develop a facilitative transformational leadership.

- Leaders Awareness.
- Fabrika Community.



We also offer programmes for professionals, educational centres, public administrations, experts, researchers and society in general.

7. Other Programmes

7.1 Education Programmes

Aimed at students, teachers or management of primary and secondary schools, vocational training, universities and business schools.

7.2 Public Administrations and Institutions Programs

Aimed at public administrations of different levels and other types of institutions.

7.3 R&D Programmes

Aimed at researchers and professionals who want to innovate or further their knowledge in the new culture.

7.4 Open Programmes

Aimed at professionals who want to train in the new culture and enthusiasts who want to learn more about it.



**We will be delighted
to answer your questions
about the New Culture,
Fabrika or any of our
programmes and content.**

8. Contact

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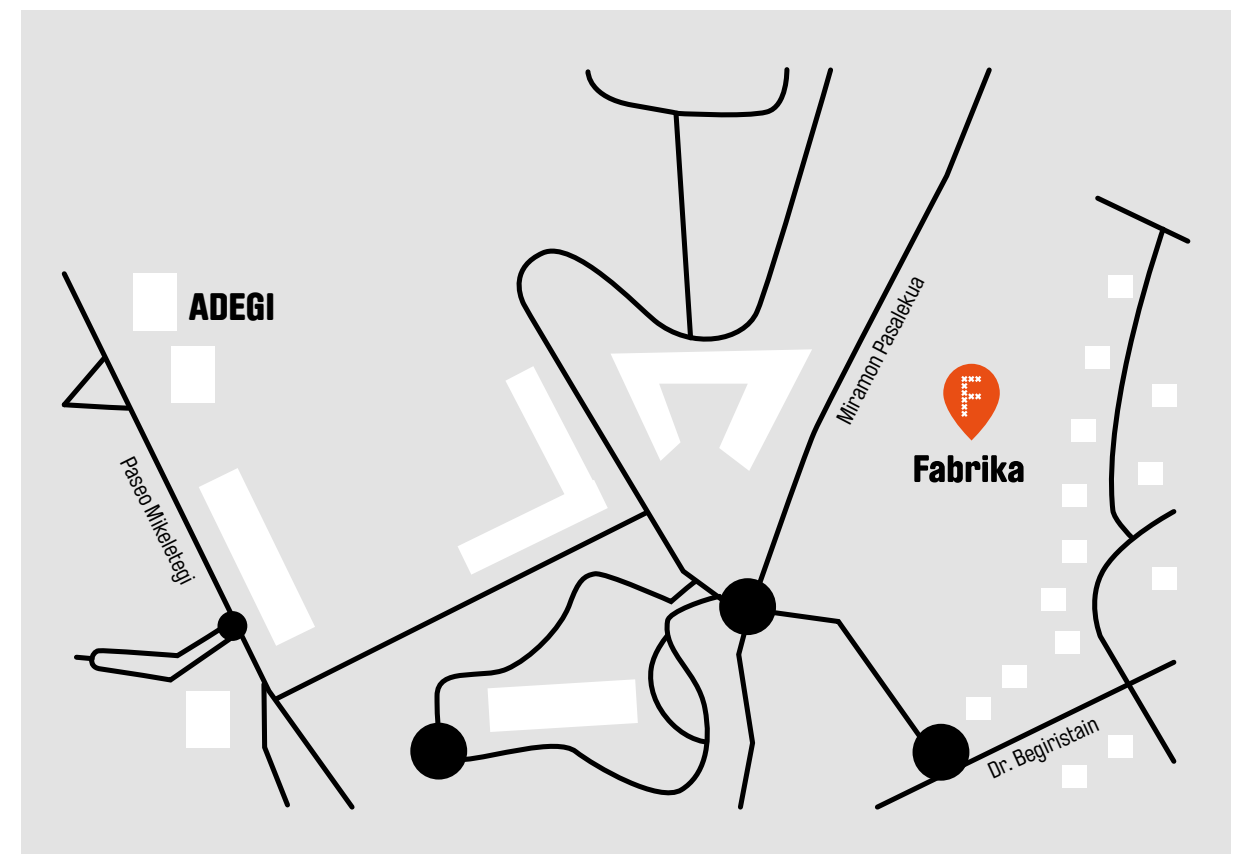
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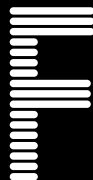
Miramon, 181

Donostia – San Sebastián

More information

www.fabrika.eus





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