

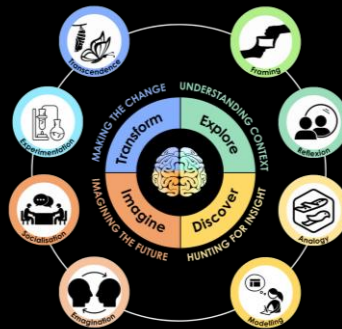
BEST OF BOTH: An Inclusive Approach to Cultural Integration at Silverchain

When Silverchain acquired KinCare, it saw more than just the opportunity to expand services; it saw a chance to build something greater by bringing two cultures together. Rather than imposing one identity over another, the organisation embarked on a journey of strategic integration, rooted in mutual respect, co-design, and inclusive leadership. In the words of integration leader, Carolyn Bell, "We recognised that the best way to preserve value across both organisations was to listen to learn and then design the integration collaboratively. It would be an exchange of values and best practices to create a third combined culture in a 'Best of Both' approach."

At the heart of this transformation is the principle of cultural convergence—a deliberate process of harmonising values, beliefs, and behaviours. Drawing on Schein's framework, Silverchain recognised both the visible and invisible layers of organisational culture.

Then, utilising tools acquired from Ageing Australia's

Strategic Innovation Program (see Crazy Might Work's **Leading4Breakthrough®** process inset) and supplementing these with surveys and feedback, they began a process of discovery, which involved listening deeply and appreciatively to both client and staff voices.



The innovative discovery workshops tackled real challenges using storyboarding, visual metaphors, and co-design. Employees from both organisations were asked to select images that symbolised their culture, creating space for empathy and shared aspirations. Communication was crafted to do more than inform; it aimed to inspire and equip. Using a 'Head, Heart, Hand' model, leaders developed practical messages with clarity, and emotional resonance.

Silverchain has cross-functional integration teams, identifying champions within both organisations who would model the new culture, acting as conduits for

feedback, and maintaining momentum. Communication was frequent, multi-platform, and anchored in shared goals such as client continuity and employee retention. Leaders were visible, empathetic, and focused on long-term value creation. Ultimately, this is a story of respect—for people, for history, and for possibility. Silverchain is traversing a road less travelled by committing to, building a new third culture, rather than overwriting legacies. That decision is yielding a unified organisation with a renewed sense of purpose.



Want more information?

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