



“Visually and verbally consistent communications are critical to help all of our people understand the changes we are going through, how they can help, and the benefits we will all see.”

To effectively execute change, contact Delve at 212-255-3870 or info@delvegroup.com.

Marketing Change Workshop

Combat Muscle Memory to Change Successfully

The adage that “culture eats strategy for breakfast” is a reality. The odds of achieving a successful change are nine to one. Many organizations have failed to execute change due to the organizational and cultural forces that seem oriented to preserve the status quo. You can break this trend and plan for success. It is possible, with the right approach, to drive successful changes in an organization.

Most companies are clear about their brand, product attributes, and competitive differentiators. A strong business strategy drives product development and marketing campaigns. Unfortunately, it is rare to see this same discipline and focus applied when a company is launching a new internal initiative. Employees are left seeing “initiatives” as the flavor of the month, or something that will eventually go away. In other words, *employees have change fatigue*.

Organizations around the world are fighting this fight. With the right foundation, companies can drive a successful change that will result in the realization of the business strategy.

In this workshop, we will delve into your corporate culture and the details surrounding the proposed change initiative. We will rapidly reveal and identify the critical messages and take a truthful look at the social norms that work against successful change.

Benefits and Outcomes

Working together in an off-campus environment, we will accomplish the following:

- * Assess the current perceptions of the recommended change, current internal communication approaches, and the brand
- * Provide objective insight into your organizational readiness
- * Understand how to align and unify senior management
- * Identify all audiences including their differences and similarities
- * Explore innovative ways to drive messages and leverage new mediums that align with the company's business strategy and brand

Our practitioners are skilled at revealing assessments without prejudice. Our approach strategically and creatively ties our client's change agenda, vision, and goals with their desire to visually and verbally communicate. We leverage our clients' brands to engage and guide the organization to understand, participate, and create the new road ahead. Delve's years of experience, and track record for breakthrough brand development, drives an innovative and creative approach to build an internal image and leverage existing assets in new ways.