

700 EMPLOYEES. 4 BUSINESS UNITS. 1 FLAGSHIP IMPLEMENTATION OF A NEW GLOBAL WORKPLACE STRATEGY.

CLARKSTON
CONSULTING

A Fortune 500 tech company launched a new global workplace strategy, specifically designed to inspire innovation and collaboration. They partnered with Clarkston Consulting to create a change management program that transformed the strategy into reality.

The project took place in the middle of a divestiture and its success hinged on tying it to the larger corporate strategy - including an ongoing corporate culture initiative and workplace aspiration to attract and retain the best talent. The team generated executive support for the initiative while employing a low-key communication approach that targeted future employees only. Quantitative and qualitative feedback opportunities were embedded into the program to ensure the strategy adapted to the ever changing environment.

When the 700 employees moved into their new, more open, 250K square foot workspace, they didn't miss a beat. They instantly took advantage of everything it had to offer and openly expressed how they felt inspired by their new workplace and enlivened corporate culture.

“Clarkston's change management methodology shifted our organization's mindset and helped employees embrace a new open work environment. They developed a program that seamlessly integrated our new workplace strategy across all levels of the organization.”

SR DIRECTOR OF WORKFORCE PLANNING

OUR APPROACH

1. ASSESS NEEDS AND BUILD STRATEGY

Gain a holistic understanding of the workplace strategy through interviews with key workplace leaders. Based on the analysis, a change and communication strategy is drafted that ensures alignment with the company's larger strategic goals. Qualitative and quantitative feedback parameters are established and embedded in the strategy.

2. ENGAGE LEADERS AND FINALIZE STRATEGY

Foster early support by engaging and evaluating the strategy with key business sponsors. The initial change and communication strategies are adjusted and finalized based on the input at this stage.

3. ENGAGE EMPLOYEE BASE

Launch change and communication campaign through employee education and feedback events. Events are supported by targeted communications - meant to be shared by employees to their colleagues. The campaign's strategy is refined and adjusted based on the data collected at the embedded feedback points.

4. ASSESS READINESS

Ensure comprehensive awareness of the workplace through a quantitative readiness assessment survey - 30-45 days before the move. The plan is adjusted based on the results, and move logistics are communicated and coordinated.

5. SUPPORT TRANSITION

Facilitate activities to ensure and support behavior change (e.g., etiquette workshops, communications, activities). The project's final effectiveness is evaluated through a 90 day post-move quantitative survey.