



••• Business Impact

Increased communication
across the organization

Delivered informative resource assets
for communication, such as articles,
videos, and PowerPoint slides

Developed and executed OCM strategies
to increase engagement and adoption

CASE STUDY

Successful Organizational Change Management with a Major Beverage Distributor

Situation

An American coffee and beverage leader was implementing SuccessFactors Learning as a common platform across North America, including content for programs such as New Employee Orientation (NEO), HR & Talent Learning & Development, and Information Systems training. Due to the nature and complexity of their Compliance programs, they opted to maintain a legacy learning management system (LMS) running in parallel to support their Corporate Compliance learning programs. This initiative required a comprehensive plan that included engaging and communicating with stakeholders in Canada and the United States throughout the project timeline.

••• **Improving Communication** with
Effective Organizational **Change Management** Strategies.

The Challenge

Because the customer did not have an internal resource dedicated full time to change management, GP Strategies® provided an experienced resource who collaborated with the customer to prepare an overall change management strategy, plan, and schedule. Based on where the customer needed the most support, GP Strategies helped execute several change management tasks. GP Strategies' primary focus area was communications, including collaborating with the customer to storyboard and finalize various forms of messaging for sponsors and key leaders to deliver across the enterprise.

GP Strategies Solution

Initially, the client requested a full suite of OCM services. As we strengthened our relationships with the customer during the strategy and planning phase, we realized their area of greatest need was around communications. As a result, we structured our OCM support model to focus on the customer's desired channels of communications, such as talking points for various levels of leadership, newsletter article ideas, a strategy for use of video to increase end-user awareness, and PowerPoint slides that could be tailored.

The engagement included collaborating with the client's core team and designated internal OCM resources, recommending a customer-specific OCM strategy and plan, determining the tasks to perform, and then executing the agreed-upon tasks in partnership with customer's OCM resources.

- • • To learn more about GP Strategies' ORGANIZATIONAL CHANGE MANAGEMENT services, visit www.gpstrategies.com.

Business Impact

The customer's internal change champion expressed appreciation for GP Strategies' collaborative approach in support of their multi-channel Change Communications efforts. The executives were confident customizing their "walk-around" PowerPoint deck framework for the needs of each audience segment. The learning administrators and subject matter experts reviewed talking-point scripts with the managers of North American plants to prepare them for having all-hands discussions with employees. The goal of informing all affected employees about changes to their LMS was achieved by publishing a "Coming Soon" newsletter article and an executive sponsor-narrated video. The communication assets were designed to dovetail together, and the end result was well-received.

About GP Strategies

GP Strategies is a leading workforce transformation partner—one of the few truly dedicated global providers in the marketplace providing custom solutions. We believe our transformation focus, when paired with deep listening, a customer-centric approach, and innovative expertise, enables our clients to routinely achieve superior business and operational results from our evidence-driven and technology agnostic recommendations.

Whether your business success requires a change in employee performance and mindsets, learning technologies, or critical processes, GP Strategies is the transformation partner you can trust.

GP Strategies World Headquarters
70 Corporate Center
11000 Broken Land Parkway, Suite 300
Columbia, MD 21044 USA



gpstrategies.com
1.888.843.4784
info@gpstrategies.com

