



## BUILDING A CAMPAIGN TO SUPPORT LONG-TERM CULTURAL CHANGE

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### Situation

A Fortune 25 financial institution was implementing an enterprisewide transformation effort, including significant initiatives within the law department, and was in need of expert assistance developing a campaign to effectively “message the change.”

### Solutions

Our professionals:

- Identified key stakeholder groups, including those within the law department, business partners and subject matter experts, critical to implementing the transformative initiatives.
- Conducted a stakeholder assessment to understand their relative position on the change curve and maintained a matrix of stakeholder groups and change inventory along with a timeline to approach change proactively.
- Identified issues and challenges associated with each change and collaborated with subject matter experts to create a custom messaging campaign for each.
- Developed a comprehensive communication plan to drive the transformation and ensure all stakeholders understood what was in it for them.

### Benefits

By taking a holistic approach to change management and communication, the law department was able to align with transformation teams and proactively manage and message change. The result was a long-term cultural shift with minimized resistance and maximized buy-in.