



End-to-end process re-designs

The leadership team of a major retailer had a goal of revamping their cross-functional product design process to both decrease development time by 25% and increase effectiveness – a target that had never been successfully hit at the company. ChangeCast worked with the leadership team to architect and facilitate the project. This included:

- A self-led intensive design process
- Strong governance and engagement among senior leadership
- A cascaded rollout to the full organization
- Change management through the pilot and optimization learning period

The project met all key objectives and was lauded across the company as breakthrough. The effort enabled the company to be more responsive to changing external and customer trends, as well as to increase both efficiency and effectiveness throughout the process.