



Transformational shifts in how teams work and think

ChangeCast was retained to lead a complete redesign of a complex digital marketing process. All previous attempts at this had failed. ChangeCast's responsibilities included:

- Developing an approach to tackle the project holistically (which included rapid design prototyping, strong leadership governance, and change agents to lead the project internally)
- Redesigning the process steps, activities and roles -- end-to-end
- Identifying the mindsets, practices and cultural dynamics holding the old system in place, and developing change management support to address them
- Rolling out with communication, training, and a learning period to test and optimize

ChangeCast "turned the piece of paper over" for a complete process re-design. The result was not only a holistically reinvented methodology, but the cultivation of a new way of thinking and shared responsibility across the organization that improved clarity, speed and engagement.