

Adam Shoer – Bio

A transformation and communications leader, **Adam Shoer** is Owner and Principal at **Just Change**, providing powerful organizational change and engagement consulting, done practically.

Prior to founding Just Change, Adam gained extensive global experience as a strategic cross-functional leader, both as an independent consultant and in-house, at **Johnson & Johnson**, **JPMorgan Chase**, **Deutsche Bank** and **Reputation Institute** where he crafted clear visions, aligned leadership, and guided teams with a user-centric approach to create lasting co-ownership of desired future states. Adam's living plans mix the art and science of change management and engagement, employing phased assessments, performance measurement, leadership education, peer-to-peer influence, multichannel communications and clear feedback vehicles to enable continuous mitigation to deliver authentic adoption.



- Adam led change globally and regionally across sectors in multiple transformation programs at Johnson & Johnson, including one of the world's largest and most complex SAP Finance implementations.
- At JPMorgan Chase, Adam served as the communications business partner to the CIO and COO of JPMorgan's Corporate Investment Bank where he helped guide Technology and Operations teams through successful reorganization and into new ways of working.
- At Reputation Institute (now The RepTrak Company) Adam oversaw Communications and Marketing and practiced corporate reputation management to build stakeholder trust and realize value for Fortune 500 clients.

Adam holds a Bachelor of Science in Human Development and Family Studies from **Cornell University**. When not creating impactful change, Adam treasures time spent with his wife and two children often traveling to new destinations or cooking way too much food for friends and family at home in New Jersey, USA.

Our Charter

1) CHANGE AGNOSTIC & PRACTICAL

No egos here—just a commitment to success. We adapt to established frameworks (ProSci/ADKAR, Academy of Change Management, Big Four Consulting) or introduce our own, always focusing on what works best for you.

2) FLEXIBILITY AT EVERY STAGE

Whether building, fixing, or scaling, we meet you at any point in your journey and deploy detailed strategies.

3) CREATING CHANGE LEADERS, NOT JUST CHANGE

The axiom of teaching someone to fish rather than just giving them fish is our North Star—Change Leadership Education is vital to sustained adoption.

The Key to Achieving Sustained Adoption of Your Desired Future State

CLEAR & AUTHENTIC VISION

To be consistently shared, messaging should be easily understood and believed.

TRUST AND VISIBLE ALIGNMENT

Leaders signal buy-in early and often. Change Champions / Advocates / Agents bring trusted voices to targeted audiences and model desired behaviors.

CO-OWNERSHIP BY END USERS

The ultimate goal is a culture of continuous evolution, improvement and innovation.

Authentic Organizational Change and Engagement

VISION FORMATION & LEADERSHIP ALIGNMENT

Clear communication of business cases, senior leadership coaching, and alignment across teams to ensure unified direction.

STAKEHOLDER, CHANGE IMPACT & READINESS ASSESSMENTS

Initial stage through post go-live measurements inform strategy development and plan adaptation to mitigate risks and impediments

CHANGE MANAGEMENT & MULTICHANNEL ENGAGEMENT STRATEGY & EXECUTION

Guide change from awareness to lasting adoption, including crafting and deployment of communications

CHANGE AGENT NETWORK CREATION & EVOLUTION

Champion activation and change leadership education to drive transformation through colleagues and meaningful engagement

Change is not linear.

