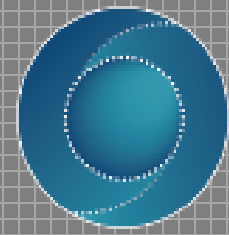


# CASE STUDY



TALENT  
LIFECYCLE  
DESIGNS  
ATTRACT • GROW • ENGAGE

## Client Info

Industry: ENERGY

Employee Size: 1000

HR Team Size: ~30

## PROJECT: CULTURE CODIFICATION & TRANSFORMATION

Talent Lifecycle Stage(s):

- Attract & Acquire
- Learn & Grow
- Culture & Engagement

Type of Engagement:

- Gap analysis
- Resource creation
- Advisory
- Facilitation

### The situation and need:

The company had begun an extensive transformation in the way they did their work, bringing in more technology solutions. This was fundamentally changing the nature of the current jobs and of the way people interacted with one another, and so the realization that a culture transformation needed to happen in tandem with the technical transformation is what brought Angela there.

### Approach and techniques deployed:

- Facilitated focus groups
- Synthesis and reporting of output
- Communication plan

### Key output and impact:

After **facilitating focus groups** representative of all the company's people across roles and locations to assess what they wanted in an organizational culture, Angela brought key company influencers together to synthesize the output from the focus groups. The result of this synthesis was a **defined set of cultural anchors** that were unique to the company and aligned to employee and leader desires. Angela then meticulously defined each one with input from the executive team before being socialized via a carefully planned **communication cascade**.

Once shared, Angela oversaw **integration** of these the cultural anchors across every aspect of the company's HR process, including shifting engagement survey questions to align with them, updating interview guides to reflect them, aligning leadership development and even succession models to how well these leaders showcased the culture, and more. It was widely acknowledged that the success of the technology transformation was due in large part, and accelerated by, this cultural transformation.

**“Angela is an amazing architect of many HR/people-related processes and she did phenomenal work for us helping us translate our old culture into a clearly articulated vision for the future.” – TB, CHRO**