

THE CLIENT: Media Publisher

A large, nationally recognized metropolitan newspaper publisher.

THE SITUATION

The Client struggled with a clear, concise and passionate way to verbalize their culture. Although a successful major Top 35 metropolitan newspaper publisher, executives needed a fresh approach on how to communicate and ignite passion for their organizational culture.

THE SOLUTION

The Client engaged Dynatos Global to address all top managers during an off-site cultural clarification within a creative environment. Serving as a catalyst to establish clarity and commitment, Dynatos Global led the executives into a strategic and tactical process to clarify and communicating their culture to include how to empower their internal teams to lead the clarification process.

THE RESULTS

The Client immediately launched a series of internal cross-departmental discussions that fine-tuned their culture into four key principles. The resulting cultural clarity resulted in a fresh wave of employee commitment to the goals and future of this great publisher.