



Rallying Employees in Times of Change

Change Management and Internal Communications

- How do you gain employee commitment for new programs and initiatives?
- How do you effectively communicate change to get everyone moving in the same direction?
- How do you collect employee feedback in a neutral and constructive setting?
- How do you communicate in a way that connects with employees?
- How do you get everyone engaged and excited about the changes?

GAIN EMPLOYEE COMMITMENT TO CHANGE

Much like talking to customers helps you connect to the marketplace and build and launch successful products and services, change management also requires a research approach that enables you to talk directly to employees to get their input and ideas:

- Team Workshops and Facilitation
- Internal Focus Groups
- Online Surveys
- One-on-One In-Depth Interviews
- Job Shadowing

COMMUNICATE IN WAYS THAT RESONATE WITH YOUR TEAMS

Plan communication with your employees much like you would with your customers:

- Internal messaging and positioning
- Internal branding campaign for large changes
- Varied communication that resonates with target audiences
- Structured opportunities to provide feedback

Let us help you engage and leverage your employees in effective and creative ways—manage change, communicate well, gain commitment and enthusiasm. Contact our team today at (888) 769-3807 or info@clearworks.net.

“Noel, thanks to you and your team so much for a great workshop today. I have received nothing but positive feedback. You made me a Clearworks believer!”

Georgann Scally

VP of Innovation Portfolio Management
Visa International

Change Management Services

INTERNAL ADOPTION OF NEW PROGRAMS, PROCESSES OR SYSTEMS

For companies implementing new internal processes, tools, or systems, Clearworks develops programs and communication plans to drive adoption and speed the transition.

CUSTOMER ADOPTION OF SOLUTIONS OR SYSTEMS

For companies that are launching new tools and services to their customers, Clearworks develops customer-facing change management packages to help accelerate implementation and usage of your solutions.

ORGANIZATIONAL TRANSFORMATIONS

If your organization is looking to transform itself in order to support new business models, Clearworks can assist by creating a comprehensive messaging and communication strategy and plan for successfully rolling out the changes to the organization and ensuring adoption.

“Clearworks developed an internal messaging and communications plan that we used as part of an organizational change initiative and new tool deployment. They also wrote several communications pieces as part of the launch. We were impressed with the quality and comprehensiveness of what was delivered, and the messaging really helped broaden our reach.”

Kirsten Wolberg
VP Technology, Schwab

“The Clearworks workshop was great. It gave me a lot of insights and new ideas and will definitely impact the reorganization of our group.”

Paul Tiefeling
Business Development, Advanta Corp

Our Approach

Clearworks offers a structured approach to change management that starts with research and results in a messaging, communications and adoption program designed around the user, employee, or customer.

- Conduct research in the form of focus groups, surveys and interviews to collect feedback from employees or customers on their current experience and pain points
- Incorporate research around best practices and best of breed thinking
- Craft key messaging and develop a communications and adoption program that gets the organization or the customer engaged in, and supportive of, the changes
- Use a phased approach to ensure proper testing of messaging and program impacts prior to rolling out to a broad audience
- Execute on communications and program pieces as needed to ensure effective roll out