

CHANGE MANAGEMENT INITIATIVE EASES EMPLOYEE TRANSITION TO A NEW HR POLICY

BUSINESS SITUATION

A long-term Beaird Group Financial Services client decided to implement a major policy change which had broad scale impact on the staff in all of their retail branches. The client had conducted an extensive needs analysis and designed a new standard for professional appearance for their branch staff. Given our long standing relationship with this client and our experience with their branch staff, the client asked Beaird Group to help them guide this change through the organization.

SOLUTION

Beaird Group worked collaboratively with the client to develop a comprehensive transition plan for this significant internal change. The plan included all communications, training and materials.

The communication plan consisted of:

- Design of logo and tag line to create a consistent theme in all communications and materials.
- Internal communications to managers / supervisors detailing the roll-out plan.
- Internal communications to staff announcing the change.
- Communications to participants of both staff and management training exercises.

The comprehensive training effort included:

- Development of presentation to be used during training session including supporting materials.
- Scheduling and conducting 50+ training sessions in two states.
- Planning and execution of a contest embedded in the training sessions to build enthusiasm around the initiative.

A series of materials were developed to support this initiative:

- Detailed materials were provided during the training sessions to explain each component of the appearance standards.
- Additional materials were developed and distributed post implementation to reinforce the new standards.

IMPACT

Beaird Group fully managed the rollout process with staff in over 80 branches in two states. This included all internal communications, presentations, training and materials. By teaming with Beaird Group to seamlessly implement this significant organizational change, the client was able to maintain focus on their core business during this time of transition. This carefully managed process facilitated the desired transition while increasing of employee satisfaction.



Beaird to Business

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