



Catalyzing effectiveness across matrix roles for clarity and shared success

A major reorganization had shifted Marketing from decentralized teams to a new centralized, matrixed operating model focusing on the customer. Following this reorganization, the new functional leadership team needed to clarify roles and develop an engagement model to ensure operational success across teams and with their internal business partners. ChangeCast was retained to work with the leadership team to:

- Develop a model that would articulate and focus each function's role with clear accountability and responsibilities
- Design and facilitate group engagements to refine and foster conviction for new roles
- Develop communications for leaders to use with business partners to ensure buy-in and engagement

The result was not only greater clarity throughout the organization but a new level of shared commitment and understanding within the leadership ranks.