



# Post-merger or organizational consolidations

The President and head of HR of a large marketing services company needed to design a new operating model to align two previously siloed divisions to support productive communications integration, ensure a cohesive client experience and establish organizational clarity.

After conducting diagnostics and identifying the key barriers, ChangeCast worked with management to define the cross-organization vision, then led a three-day intensive design process with 30 top leaders across the company. This process included:

- Creating a new high-level operating model
- Establishing more purposeful collaboration points
- Defining management roles
- Establishing an account leadership blueprint

While many of the leaders were skeptical of this approach at the beginning as they had never come together in one room to design cross-functionally, they were not only impressed but inspired by the breakthroughs made together. The team left with a new operating model and deepened commitment to the desired future state across their leadership.