

CASE STUDY: CULTURAL ALIGNMENT AFTER MERGER AND ACQUISITION

THE CONTEXT

"We really need to energise our team after coming back into the office. During that time, we've had an acquisition and a merger. Our team lacks enthusiasm, cohesion and collaboration. We want everyone to understand our new values and how they align individually as well as the WIIFM." - COO marketing agency.

A cultural and values alignment program was rolled out to the entire organisation and was delivered Face To Face as well as leadership support round table coaching to transition to the 'new organisation'.

The aim was to:

1. equip leaders with the skills they require to lead, communicate and drive high performance within their teams
2. Align individuals with their own values and map across to the company values for buying and 'living and breathing the values.'

Moving from a siloed approach where issues were escalated to various areas of the business, and conflict was high within teams and across departments. Often the COO was left to manage conflict and 'drag people along'. Motivation was low with a 'them and us' attitude. Moving to an open cross-functional/cross-department team who were aligned to the new values as well as the leadership cohort supported in their leadership development and approach.

THE BRIEF

I worked with the leadership cohort to educate, amplify and empower their leadership skills over a 6 months period. This focused on the three key pillars of leadership, lead yourself, lead your team, and lead your organisation. With a strong focus on communication, delegating and time management. They embraced this opportunity with excitement and enthusiasm.

I also worked with the individual teams to align their individual values with the new company values to build the right culture. We identified what that meant to align with the company culture as well as create their own team cultures and how to live and breathe their team culture and demonstrate the company values.

THE OUTCOME

The post-programme survey and feedback showed outcomes like higher engagement and increased trust within the team and across teams. Leadership empowerment, delegation, communication and accountability.

Significantly improved efficiencies across communication and client interactions and engagement.