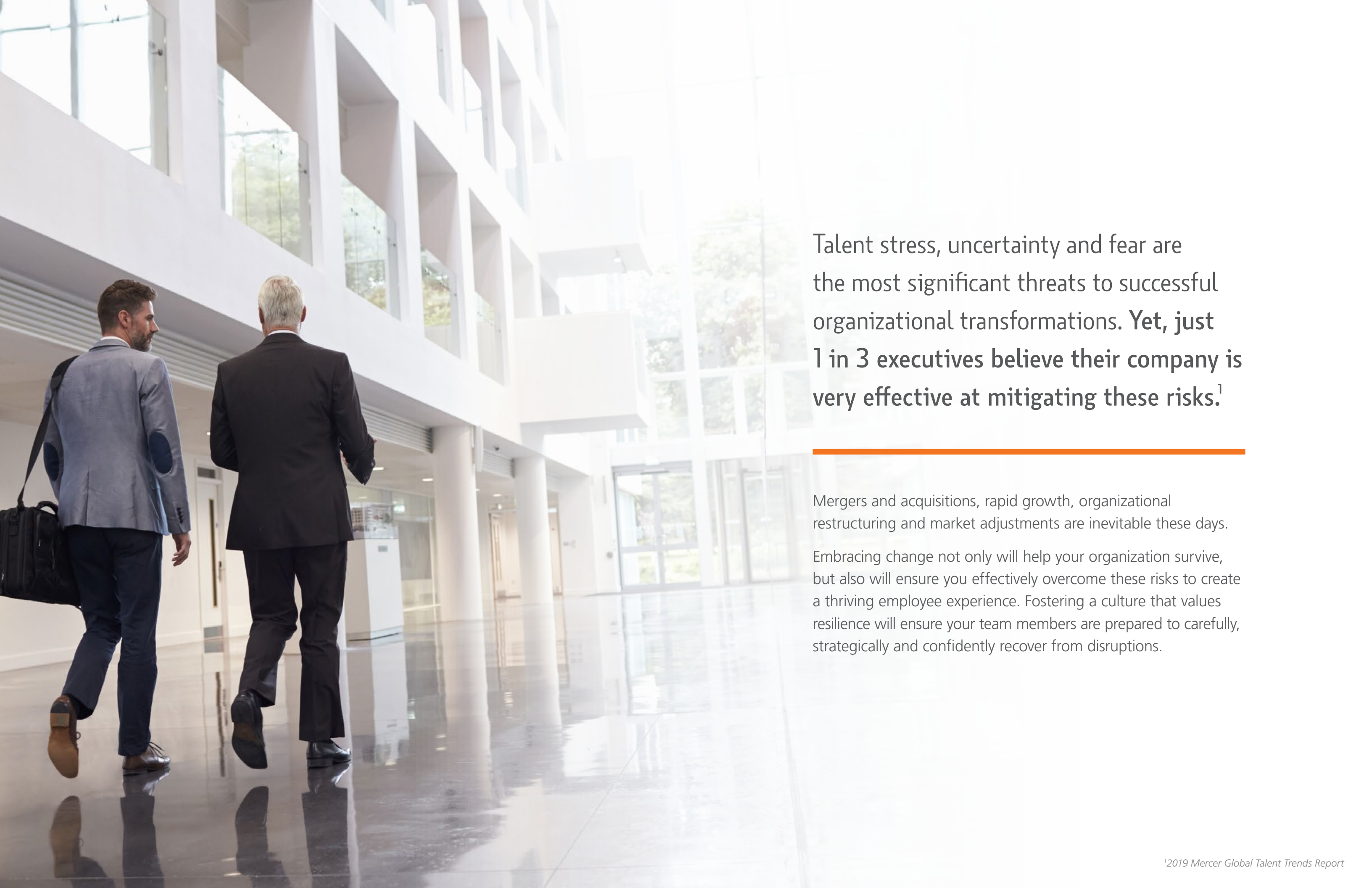




Is Your Organization Prepared for Future Business Disruption?

Foster Long-Term Commitment to Your
Organization by Building a Resilient Culture






Talent stress, uncertainty and fear are the most significant threats to successful organizational transformations. **Yet, just 1 in 3 executives believe their company is very effective at mitigating these risks.¹**

Mergers and acquisitions, rapid growth, organizational restructuring and market adjustments are inevitable these days.

Embracing change not only will help your organization survive, but also will ensure you effectively overcome these risks to create a thriving employee experience. Fostering a culture that values resilience will ensure your team members are prepared to carefully, strategically and confidently recover from disruptions.



Great Culture Doesn't Happen On Its Own, Though.

Regardless of the type of disruption, an employee's alignment with organizational identity and corporate objectives is most at stake during times of change.

Employee engagement and performance can significantly diminish for months—even years—if employees lack a thorough understanding of the changes underway and the organization's future goal.

To mitigate this risk, proactively support your culture before, during and after a disruption. Laying this foundation will increase organizational resilience, and improve discretionary effort and productivity.

Put Your Employees First. All of Them. All the Time.

There doesn't have to be all the ambiguity and questions. With a clear, developed plan in place, your employees will feel aligned with and valued by your organization from the start.

Assemble a Resilient Culture With These 5 Key Steps

1

Listen
To Your
Employees

2

Revisit
(Or Refine)
Your Values

3

Convey a Consistent &
Authentic Employer
Brand Message

4

Meaningfully
Communicate &
Connect With
Employees

5

Recognize &
Reward Positive
Behaviors

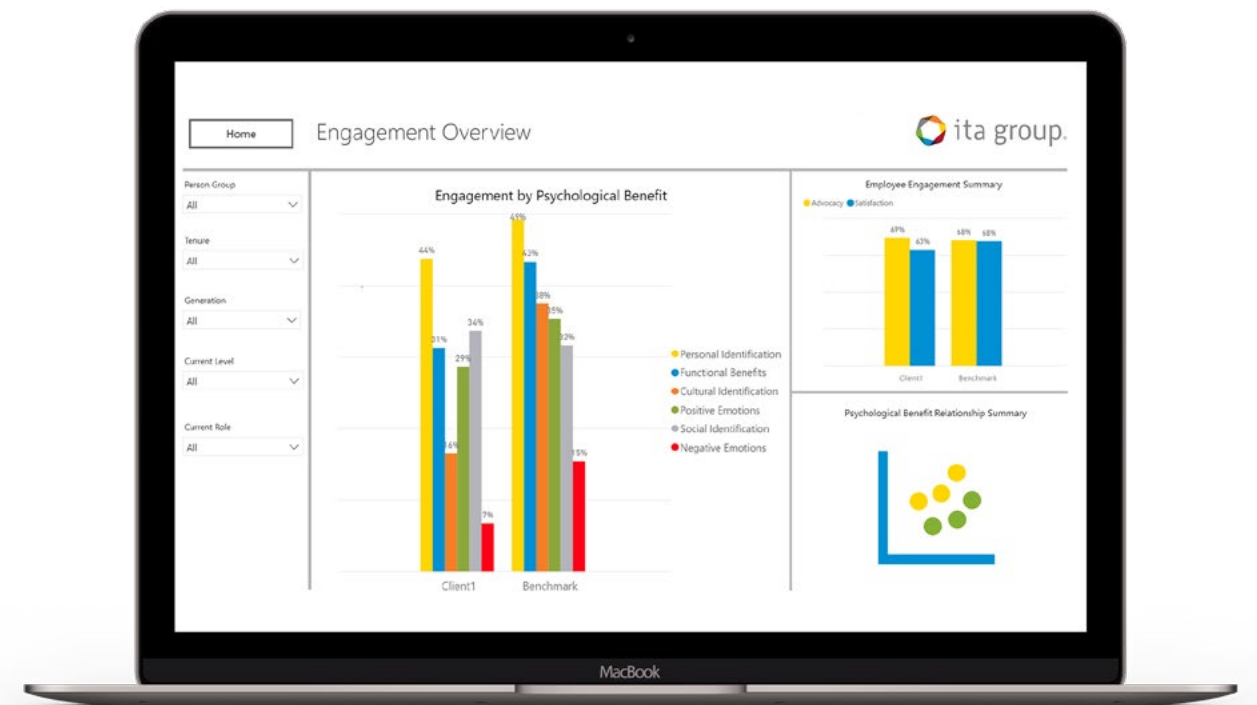
Listen to Your Employees

Worldwide, only 15% of adults are engaged. Put more bluntly: What companies are doing to engage employees isn't working.

How a Data-Driven Approach Can Improve the Employee Experience

If you aren't sure what's in the hearts and minds of your employees, a strategic assessment can help. **EngageFx** is our diagnostic tool that seeks out candid feedback from your employees about how well—you're connecting with them, and it identifies ways you can improve the initiatives you're offering to engage them.

We also do qualitative research, including focus groups, interviews, site visits and visioning sessions that can help you understand underlying drivers of cultural misalignment and determine a path toward improving alignment and engagement for your people.



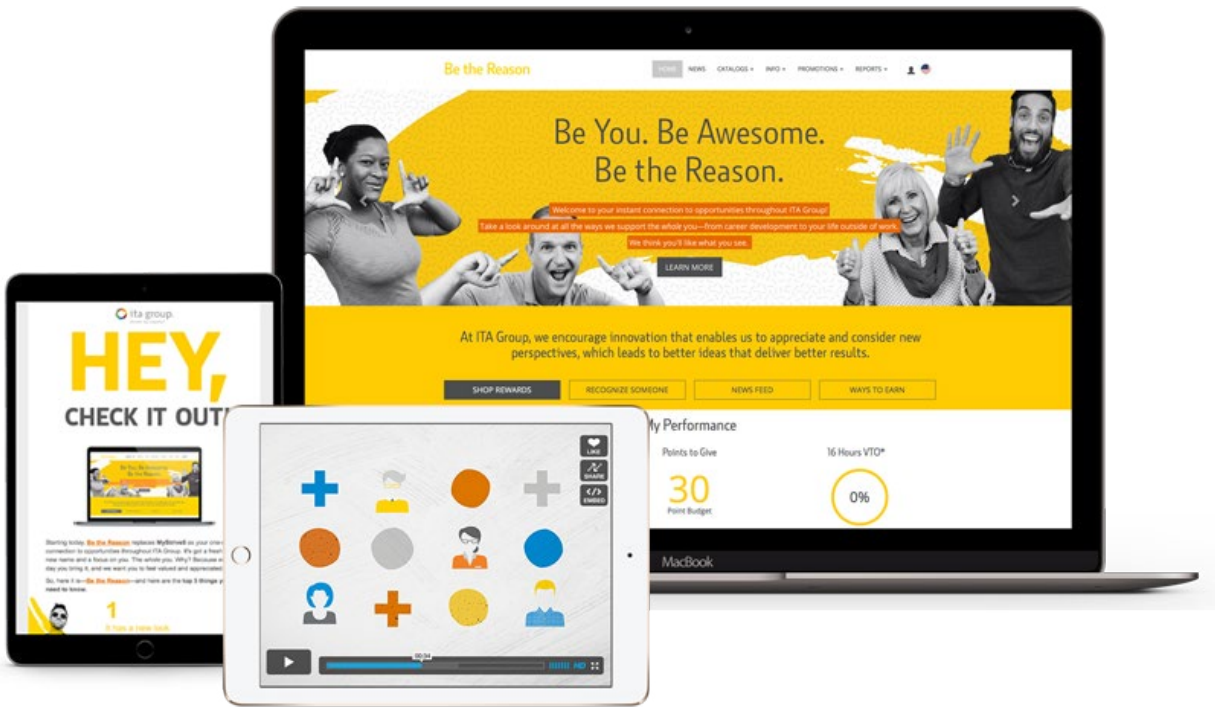


Revisit (or Refine) Your Values

Knowing who you are (or who you want to be) as a corporate brand will allow you to clearly draw connections between reality today and your aspirational goals of tomorrow.

How We Transformed Our Culture to Adapt to Change

In the face of our own industry disruption, ITA Group successfully realigned our culture to ensure employees embraced the change we knew we needed. Critical to the success of this initiative was a core value refresh that helped our people understand the behaviors that would drive our future success. Once those values were determined, we reinforced them using ongoing touchpoints with cross-media communication and a technology platform that helped us educate and excite our people around the changes.





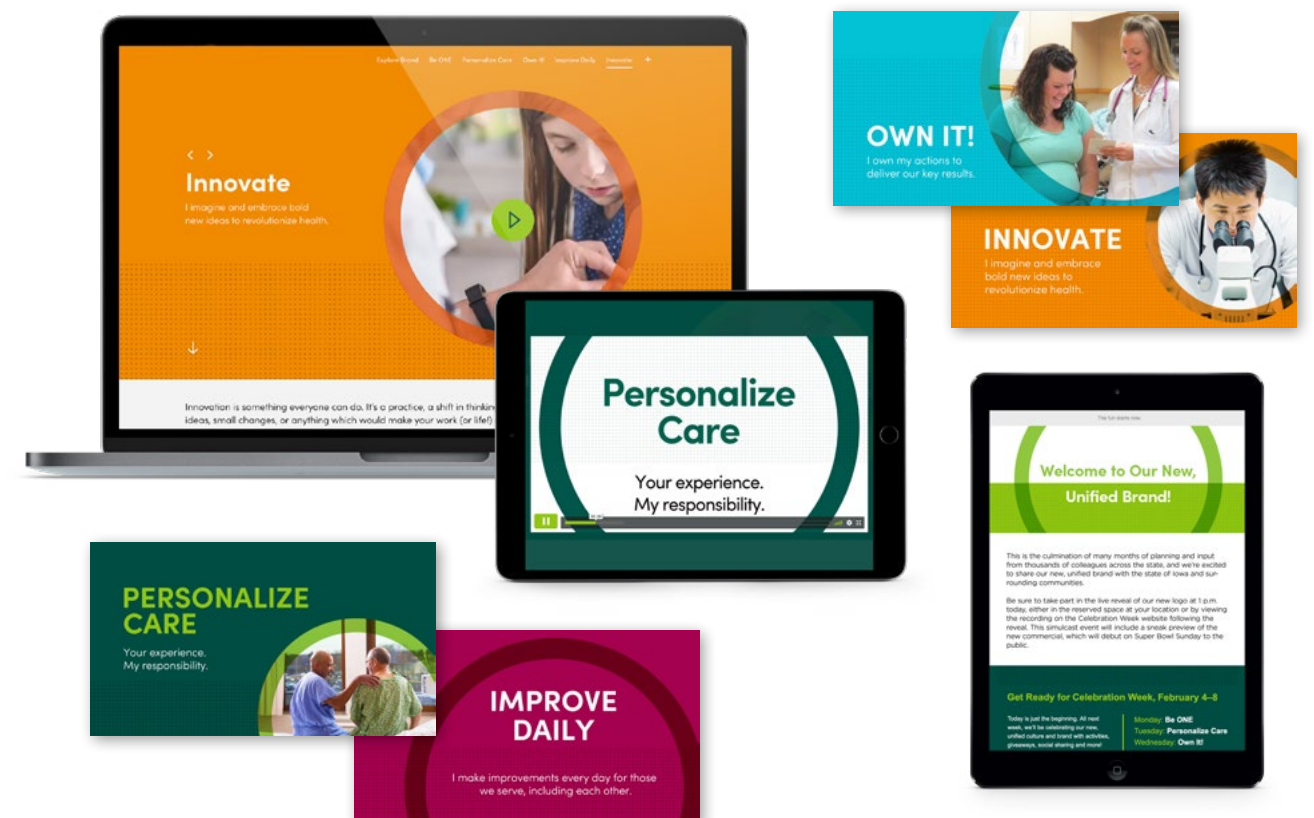
Convey a Consistent & Authentic Employer Brand Message

Your message needs to be true to who you are, what you do and how you do it as seen through the eyes of your employees. That means gathering employee-centric perspectives of what it means to be part of your organization to develop a more authentic image that resonates with your people.

How We Helped a Healthcare System Unite 20,000 Employees Under One Brand

For one healthcare client, ITA Group was asked to help with the external launch of their major rebrand, which included bringing 20,000 employees under a unified brand for the first time.

Using a unique combination of employee engagement expertise and creative ingenuity, we delivered an impactful employer branding campaign that created an emotional connection between employees and what the new brand would mean for them. All while creating excitement, alignment and support for their community across the health system.



Meaningfully Communicate To & Connect With Employees

Looking to nurture true, sustainable commitment to attitudes of resiliency in the face of change? Who isn't? Reinforce your corporate values, employer brand message, EVP and desired behaviors by aligning your people with effective ongoing communications and even an employee event.

How We Delivered a Clear, Unified Message With an Immersive Employee Event

For the first time following two acquisitions, employees from all companies were brought together to celebrate and align with an immersive event. Using communication vehicles like a mobile app, ongoing communication touchpoints and a strong social media presence, people stayed digitally connected.

But even more important were the emotional connections people formed by spending time together at the event. After two days of dedicated time spent learning, recognizing and networking, people left energized, aligned and more connected than ever.

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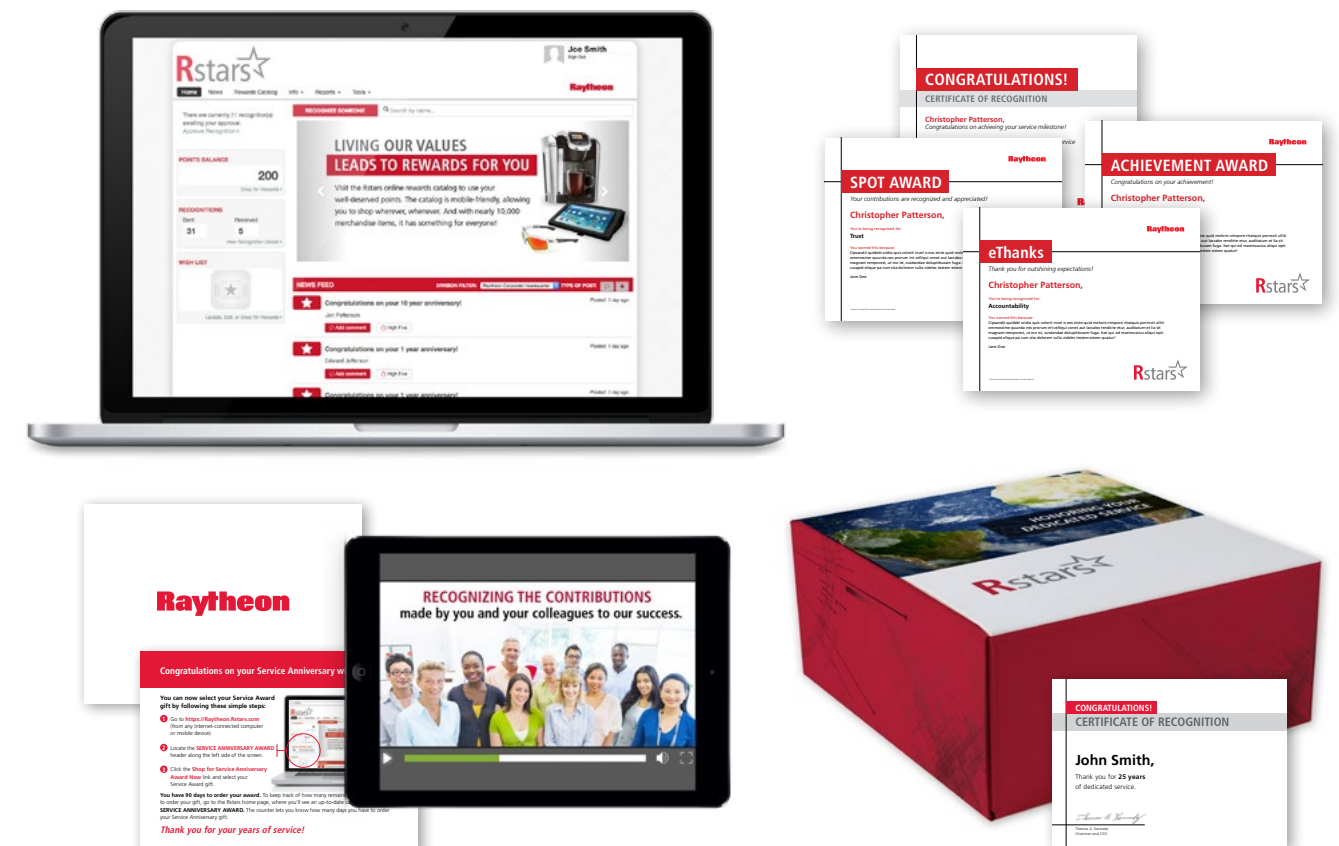


Recognize & Reward Positive Behaviors

Make sure recognition and rewards are personalized to employees, aligned with your desired culture and reflect your organization's employer brand promises. By understanding what truly motivates your team members you can better demonstrate appreciation for employee efforts that align to organizational priorities.

How We Overhauled an Employee Recognition Program to Benefit Employees & Leaders

For a major defense contractor, ITA Group rolled out a global recognition program that connected with their core organizational values. We created a centralized, user-centric platform that not only hyped the new brand and broadcasted the message among employees, but also automated recognition thereby reducing administration for leaders.



Change Isn't Going Away—How You Prepare Sets You Apart

Save your organization from being one of the dismal statistics tied to change management by proactively nurturing your culture.

With a sustainable plan in place, you can mitigate the turbulent waters of change. You'll retain your highest performers and give everyone a place to thrive.



Start Unifying Your Employees Today to Ensure Successful Organizational Transformations Tomorrow

Employee Engagement & Recognition | Milestone Awards

Employer Branding | Employee Events

Contact Us Today
itagroup.com/contact-us

