

Client Challenge

The client is an innovative lifestyle brand founded on the principles of family, fashion, and philanthropy, operating over 100 branded retail stores and e-commerce, as well as worldwide wholesale distribution to over 1,000 specialty outlets. They were deploying several new process and system enhancements to their stores during a peak selling season. Having struggled in the past with field implementations, the leadership team realized the field associates would need to be better prepared and supported. As such, a more disciplined and consistent approach to change management was needed.

The client recognized that to unlock full value from the new processes and tools, as well as drive organizational acceptance and adoption for future initiatives, they needed to build strong internal change management capabilities.

Parker Avery Solution

Over seven weeks, The Parker Avery Group worked closely with stakeholders to deeply understand the client's culture and align their new change management capabilities and toolkit with the brand's DNA. Parker Avery conducted over 20 interviews with all levels of the organization and facilitated multiple work sessions with the client team to collaborate on building and refining the change strategy and supporting tools.

The toolkit included:

- Change management methodology customized for their organization
- Comprehensive four-week training approach including distinct training modules, tailored templates, and tools
- Weekly debrief and feedback sessions
- Post-implementation coaching and support

Additionally, Parker Avery created the change management onboarding program for the client's internal team and prepared associated training materials. The team onboarded the client's internal resources who would serve in OCM roles to continue to mature their new change management capabilities.

RESULTS



CUSTOM OCM
TOOLKIT
DEVELOPED



TRAINING
MATERIALS
CREATED



CHANGE
AGENTS
ONBOARDED

Parker Avery and the client collaboratively built a strong internal change management capability and toolkit. Ultimately, Parker Avery guided the client in identifying and crafting their own change management tactics to not only ensure a deep sense of ownership and commitment but also bolster the success of the current process and system work, as well as future brand initiatives.