



TAILORED ADVISORY



STRATEGIC CHANGE COMMUNICATIONS

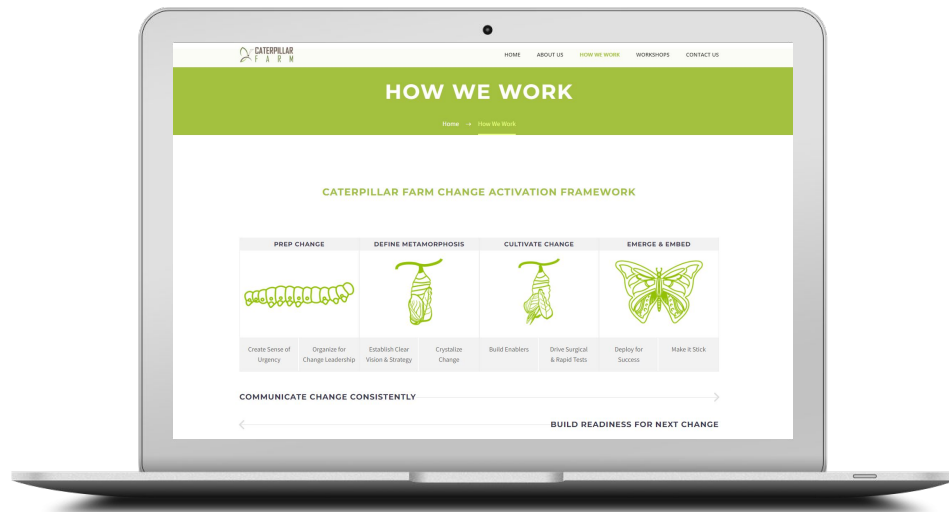
caterpillarfarm.com

In partnership with





WE HAVE A
HEALTHY BIAS TOWARDS
**CHANGE
ACTIVATION**
VERSUS TRADITIONAL
CHANGE MANAGEMENT



CORE TEAM



PATRICK FITZMAURICE
patrick@caterpillarfarm.com



PAIGE BERRIGAN
paige@caterpillarfarm.com



GARETH HOSKING
gareth@caterpillarfarm.com

We **design**,
produce & activate
high-impact
solutions to drive
success in rapid
organizational
transformation &
change.



CHANGE CAN BE QUITE DISRUPTIVE AND CHAOTIC...

but it does not have to be if
you communicate effectively
and proactively.



Strategic change communication is vital
in **managing disruptive change** by
building trust, reducing uncertainty,
managing resistance, and aligning
employees towards a common goal for
successful change implementation.





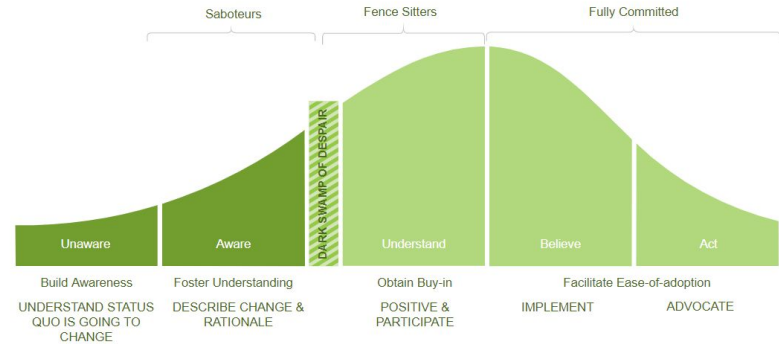
OVERVIEW

Communication is critical to successfully bringing people through an organizational change. Our Strategic Change Communication services join the 'messaging dots' through deliberate and skillful positioning of the organizational transformation agenda to connect it in the hearts and minds of internal and external audiences.

Our team of experts has decades of experience in developing and implementing strategic change communication plans for leading organizations and startups around the globe - moving people through the change adoption curve by understanding the different stages of change and addressing the specific needs of each stage and the varying audiences.

Who would benefit Change Leaders and anyone leading teams through Change, Executive Leadership.

Changing behaviour



Our services

- **Strategic Change Messaging** Development
- **Communication planning** and **content development**
- **Change impact monitoring & assessments**
- **Coaching for change leaders and communications teams.**



OUR METHOD

Change can be quite disruptive and chaotic.

Through our unique **PEACE**© process, we help design, shape and elevate strategic change messaging and communication as a priority - to embed business transformation and create a culture of being at peace with moving along the change adoption curve.





KEY BENEFITS

Our practice and advisory approach streamlines the change communication process for leaders by building a common purpose, engaging stakeholders, aligning messaging, creating impactful communication materials, and executing and monitoring the strategy. This leads to a more effective and efficient change communication process and ensures the desired outcomes are achieved.



Identifying & Overcoming Adoption Challenges

By reducing resistance and confusion throughout the change process, organizations can mitigate potential setbacks and ensure a smooth transition, leading to a successful and sustained change outcome.



Empowering Employee Involvement

By fostering employee engagement and commitment to the change, organizations can tap into the collective strengths and expertise of their workforce, leading to a more comprehensive and effective change implementation.



Creating Team Alignment

The enhancement of communication and collaboration across teams and departments enables organizations to achieve a unified approach to change and overcome any potential roadblocks that may arise.



Driving Holistic Change

Through the ongoing support and guidance to the employees, organizations can address various needs and concerns that arise during the change process, ultimately leading to a more effective change implementation. This includes creating a culture that values open communication, developing targeted messaging and content, providing training and coaching, and continuously adjusting the communication strategy as needed.



The strategic messaging and communication guide were
VERY well received by
our senior leadership team.
They are excited to get these
rolled out starting tomorrow!

Executive Vice President Director of Sales, Strategy and Transformation - Bank

We provide a **personalized solution** depending on requirements.

Contact us for more detail

— OUR PASSION —

WE DRIVE RAPID ORGANIZATIONAL CHANGE

supported by creating a
CULTURE OF



**CHANGE
CULTIVATORS**



OUR SERVICES

TAILORED ADVISORY



Change Consulting



Strategic Change Communications

TRAINING & WORKSHOPS



Change Leadership



Insight-based Storytelling



Problem Solving



Change Transformation Workshop



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CULTIVATING CHANGE

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