

THE **RIGHT TASKS** TO FOCUS ON SUCCESSFUL CHANGE

An INNOVISOR case available on www.innovisor.com/insights

CHALLENGE CHANGE

NUMBER OF EMPLOYEES IN SCOPE 24,000

LOCATION GLOBAL

- A company with 24,000 employees wanted to preserve the company culture and values, and wanted to mobilize company wide engagement in the initiative
- Hence, it used **INNOVISOR INFLUENCER RESEARCH** to find the **RIGHT 3%** of employees – the key influencers – who shaped the perceptions of 83% of the workforce. If they could get them onboard, they would have a fast track to company wide engagement
- A **KEY DRIVER ANALYSIS** showed exactly what four levers the key influencers needed to be engaged in. Through sounding boards, idea generation workshops and co-creation and listening mechanisms
- The company used the **INNOVISOR CHANGE TRACKER** to regularly track the progress with shaping the perceptions of the key influencers. It was essentially their early-warning system!

