

Driving Cultural Transformation & Agility Through Change Management

A leading organisation recognised that its traditional, top-down culture was holding back innovation, agility, and collaboration. While the company had built a strong reputation for operational excellence, slow decision-making, siloed departments, and a risk-averse mind-set were limiting its ability to adapt in a fast-changing environment.

To address these challenges, the organisation partnered with Marg Business Transformation, (Prosci Partner in India), to design and implement a structured approach to cultural change, build internal change management capabilities, and empower leaders and employees to embrace a new, collaborative way of working.



The Challenge

When Marg began working with the organisation, three clear barriers to transformation emerged:

- **Centralised decision-making** that slowed responsiveness to business needs.
- **Departmental silos** that led to communication gaps and inefficiencies.
- **A risk-averse mind-set** where employees hesitated to share ideas or take initiative.

Marg recognised that these cultural barriers couldn't be addressed through process changes alone. The situation demanded a people-focused transformation strategy that would engage employees at every level and align leadership around a shared vision for change.

Follow Us:



www.margonline.com

The Vision for Change

Marg worked closely with the organisation's leadership to define a future state where:

- **Collaboration** fostered open communication and cross-functional teamwork.
- **Agility** empowered teams to make faster, more effective decisions.
- **Innovation** thrived in an environment that encouraged experimentation and creativity.

This vision formed the foundation of a transformation strategy aimed at changing both behaviours and mind-sets, not just processes.

How Marg Leveraged the Prosci Methodology

Marg deployed **Prosci's structured, research-based Change Management framework** to guide the organisation through its transformation.

The engagement was delivered in three key phases, each designed to build momentum and create sustainable results.

Phase 1: Designing the Approach

Marg began by setting the stage for success through planning and alignment.

We worked with leadership to:

- **Define clear success measures**, including higher employee engagement and adoption of agile practices.
- **Assess impacts** to understand how roles and responsibilities would change across teams.
- **Develop a comprehensive change strategy**, combining targeted training with clear, consistent communication.

This phase created a shared understanding of the transformation goals and positioned leaders to actively champion the change.



Phase 2: Managing the Transition

With the strategy in place, Marg focused on execution and employee engagement, ensuring the change was embraced at every level of the organisation.

Key initiatives included:

- **Leadership communication campaigns:** Regular updates and success stories from leaders to inspire and inform employees.
- **Hands-on training workshops:** Equipping employees with agile practices, collaboration tools, and innovation techniques.
- **Real-time feedback mechanisms:** Using employee surveys to track progress and quickly adapt plans as needed to address resistance or confusion.
- **Manager enablement:** Training over 100 managers to lead their teams through change, acting as communicators, advocates, and resistance managers.
- **Capability-building:** Equipping 25 change practitioners with a Prosci certification, enabling them to provide hands-on support across teams.

By the end of this phase, managers and employees felt supported, informed, and empowered to take part in the transformation.

Follow Us:



www.margonline.com

© MARG All rights reserved. | 2

Phase 3: Sustaining the Momentum

The final phase focused on embedding the new culture to ensure the gains would be long-lasting. Marg helped the organisation establish:

- **Performance reviews** to measure progress through employee engagement scores and project success rates.
- **Mentorship programs** to develop future leaders who would continue driving change.
- **Innovation forums** to encourage ongoing idea-sharing and collaboration.
- **Ownership transfer** so teams could take accountability for sustaining the new way of working.

These efforts ensured the change became self-sustaining, integrated into the organisation's daily operations rather than a one-time initiative.



Lasting Impact

Marg's partnership delivered measurable results within the first year of the initiative:

- **15% increase** in employee engagement within six months.
- **20% increase** in cross-departmental collaboration, breaking down silos and driving innovation.
- **90% participation rate** among employees impacted by the transformation.
- **10 senior leaders** trained to champion the cultural shift.
- **25 certified change practitioners** providing ongoing, hands-on support.
- **100 managers** equipped to guide their teams through change effectively.

These outcomes demonstrated a profound cultural shift, where collaboration and innovation were no longer aspirations but core organisational strengths.

Looking Ahead

Through this engagement, Marg helped the organisation embed change management as a core competency, giving it the resilience to navigate future transformations.

With collaboration, agility, and innovation now woven into the company's culture, the organisation is well-positioned to continue driving growth and success - supported by a structured, repeatable change process built for the long term.

Follow Us:



www.margonline.com

© MARG All rights reserved. | 3