

CASCADE Cultural & Change Management

Kodak, Blackberry, Nokia, Xerox: all market-leaders which lost their dominance due to an inability to adapt as the world changed around them.

Today, the pace of change is relentless: COVID-19, Brexit, sustainability, financing, and more. And it's not going to stop any time soon! So how can you manage the challenges facing your business?

Businesses which adapt best are most likely to survive and prosper...which is what CASCADE is designed to help you do.



CASCADE is a unique programme which supports you and your business to navigate change successfully. It helps you transform your company culture, share a new direction and agree fresh approaches with your teams.

Guiding you through the complexities of change management, our step-by-step CASCADE process provides a proven framework for change and a sense of shared purpose throughout your workforce.

Experience has shown us that of all the skills required to manage change effectively, communication is the most important, bringing everyone together on your business journey.

It may be a process, but there's nothing "off the shelf" about our approach.

You get a bespoke, personal, hands-on service; relevant, actionable advice from experience; with solutions designed to help your business grow.



1

Building a new vision



2

Creating a 'roadmap' to deliver change



3

Cascading your vision



4

Involving and upskilling your people



5

Implementation, adopting and adapting



6

Embedding and sustaining change

And there's CASCADE Lite too, for when you just need to re-engage or re-energise your workforce.

Working with Empiric Partners costs less than you may think. Call us for a no-obligation chat.

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CASCADE creates sustainable change

Communication is your most valuable tool; it underpins every step of our process - and your journey - to successful change.



1. Building your new vision

Understanding your business and the change you wish to see; helping shape and articulate your vision; translating that into behaviours and actions you need to adopt.



4. Involving and upskilling your people

Involving your people by seeking input and providing training. Equipping your managers and supervisors with the skills to lead their teams through change.



2. Creating your 'roadmap' for change

Establishing a route and setting directions for your business and your workforce to follow, designed to deliver effective, efficient change.



5. Implementation, adopting and adapting

Sharing defined role descriptions with clear expectations. Demonstrating and reinforcing leadership behaviours; providing coaching and encouragement.



3. Cascading your vision

Providing the structure which enables you to cascade your vision. Helping every individual understand and accept change; sharing your route and destination.



6. Embedding and sustaining change

Providing a framework to help you stay 'on message'; creating an environment where change and new behaviours are welcomed and embedded.



Introducing CASCADE Lite

Change can be very unsettling. CASCADE Lite is a focused version of our CASCADE programme which helps people deal with the ambiguity change brings, acknowledge and face issues beyond their control, and focus their efforts on the tasks which matter most to your business and your customers.

Meet David Willis

Your Empiric Partners Change Management Expert

David spent 27 years leading change in a rapidly evolving regulatory environment, working with teams of less than ten to over 1000 people. He managed restructuring and re-purposing through the banking crisis of 2008, which required a massive cultural shift from target driven objectives to focus on customer outcomes. David loves working with people, building successful teams with a common goal and motivated to be the best they can. Transforming a group of individuals into a successful team has always given him a buzz!



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