

Marketing's And Human Resources Role In Corporate Change

- Mergers
- Acquisitions
- Restructuring

Change is Constant But Not Consistently Successful

- ▶ *Organizational change is now a fixture of the business landscape.*
- ▶ *New markets, labor pools, technologies threaten once-powerful business models.*
- ▶ *Research shows that 50% to 70% of major change initiatives **FAIL!***
- ▶ *Leaders facing change must address many audiences.*
- ▶ *You are marketing corporate change as you would your products or services.*

Effective Communication is CRITICAL

Set up the Teams

- ▶ The Core Communication Team
- ▶ The Executive Team
- ▶ The Management Team

Who Are The Targets

1. Employees (everyone)
2. The Market (clients)
3. All Others (IR, Vendors, Media, Etc.)

What Are The Messages?

- ▶ Strategic Visionary Message For The Change
BRAND
- ▶ What Is The Message For The Employees
INTERNAL BRAND
- ▶ What Is The Message For the Market
EXTERNAL BRAND
- ▶ All Additional External Messages
SAME BRAND

Lets Get To Know Each Other

Go Around The Room

- ▶ Introduce Yourself
- ▶ What Is Your Company
- ▶ What if any change initiative from a Merger, Acquisition or Corporate Restructuring have you been involved in, and what role did you as the Marketing expert play in it?

Brand The Change First

Key Question: WHY Are We Making This Change?

The Brand Needs To Be:

- ▶ Strategic
- ▶ Visionary
- ▶ Inspiring and motivating
- ▶ Clear and articulate
- ▶ Relevant for each audience

THOUGHTS?? Can You Think of Any You've Seen Or Done?

Internal Branding Comes Next

- ▶ Aligning the brand inside can be more important than marketing it to the outside.
- ▶ Organizational change is cultural change.
- ▶ Internal brand management consists of
 - creating belief in the brand promise for every single employee, and
 - ensuring that the company can achieve its objectives.

How do we do this?

Marketing and Human Resources need to Partner

How Can Marketing and Human Resources Work Together?

- ✓ Marketing and Human Resources need to be seen as partners
- ✓ Set up regular communications, (Weekly, Monthly)
- ✓ Create employee recognition programs to recognize and reward employee action of engagement to the internal branding message

Thoughts?

Ideas?

Examples?

External Branding Delivers the Message

- ▶ Internal and external communications must be aligned.
- ▶ Brand messages must be consistent.
- ▶ External branding objectives must be in accordance with overall business objectives.
- ▶ The external message delivers the value of the Brand, (change) to the Market.

THOUGHTS?? How should the external Brand be delivered to the market/employees?

Potential Discussion Topics

- ▶ What is the #1 Challenge in dealing with change, from a Marketing point of view?
- ▶ Do You, or should you, have any kind of a Change Management Manual?
- ▶ How can Social and Digital media play a bigger role?
- ▶ Who is the lead on communications? Marketing or HR?
- ▶ How much communication is too much?
- ▶ What is and should be Marketing and Human Resources role in dealing with social change?
- ▶ How can Marketing best Collaborate with Human Resources?
- ▶ What should Marketing's, (Human Resources) role be in addressing the internal audience?
- ▶ More?

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Thank You

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