

Creating a Community Ready to Lead Change



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Global Information Technology Transformation Initiative

Situation

The Chief Information Officer of an \$18.5 billion global pharmaceutical company sought to transform the Information Technology organization into a world-class, consultative team able to partner with business leaders and researchers to drive scientific innovation through enabling technology.

Solution

The CIO engaged VTLO to lead a comprehensive IT communication program, aligned with Global Corporate Communications and embedded in the IT organization, to drive the transformation through robust global programs.

Objectives

- Create and implement a strategic communication plan in support of the transformational goals of the CIO and the IT senior leadership team
- Build community among IT professionals
- Strengthen credibility with business partners
- Establish and sustain a global communication governance model

Results

- Global IT reputation among business partners improved significantly
- The CIO earned a prestigious industry award for driving change
- A comprehensive communication approach drove awareness and adoption of a major training and professional development program for the IT workforce
- The IT organization was well prepared to support the company's acquisition of a major competitor
- At the Day One proceedings, the CEO publicly praised the CIO and his team for the seamless transition of technology assets and systems

How VTLO Helped Our Client Succeed

- Served on the CIO's senior leadership team
- Facilitated annual strategy planning session
- Built and managed a dedicated, content-rich intranet site for IT professionals
- Developed online tools in support of professional development program
- Organized quarterly business briefings simulcast around the world
- Wrote content for meetings, coached presenters, developed follow-on communication materials to equip manager to reinforce understanding of strategic goals
- Produced customer communication materials, including functional annual report, fact sheets, executive briefings
- Led the acquisition and integration communications for Global IT