

“IT change affects everyone.”

Situation

Technology drives commerce and industry. And when an IT system is in the process of transformation following an acquisition, it is critical that every area of the merged company understands and embraces the changes. That was the scenario that the chief information officer (CIO) of an \$18.5 billion global pharmaceutical company faced as he worked to combine IT assets and create a world-class global IT network to help drive scientific innovation.

How VTLO Helped Our Client Succeed

VTLO was retained to create and implement a strategic IT communication plan to build community among IT professionals, strengthen credibility with business partners, and establish and sustain a global communication governance model. VTLO served on the CIO’s leadership team to hear firsthand the communications challenges that needed to be addressed.

Results

- Built and managed a content-rich intranet site for IT professionals
- Developed online tools to facilitate a professional development program.
- Wrote content for managers to use at meetings, coached presenters and developed materials to reinforce the strategic goals of the IT transformation.
- Produced an annual report, fact sheets, and intranet articles for all employees.
- Global reputation among business partners improved significantly and employees gained an enhanced understanding of the value of the changes to their daily work.
- The comprehensive communications approach drove adoption of a major training and professional development program for the IT workforce.

Major acquisition of a competitor calls for the formation of a community ready to lead change.

Contact Us

VTLO’s full-time account staff and field consultants are located in major metropolitan areas throughout the United States. Our headquarters is located at 825 Georges Road, Suite 6, North Brunswick, NJ 08902. We invite you to give us a call, email us, visit our website, and engage with us on social media.