

“Can we move people to accept this move?”

Situation

Moving a traditional workforce from “me” space to “we” space posed a challenge for a major pharmaceutical company consolidating separate divisions and sites into one new facility. The company adopted a 100 percent open office environment to encourage more teamwork and foster innovation. But, despite being a substantial investment in the future, building plans were met with resistance by staff.

How VTLO Helped Our Client Succeed

To realize the company’s vision of the future, employees would have to adopt a different mindset towards hierarchal trappings like private offices. VTLO worked on communications that both acknowledged employee skepticism and encouraged the perception that “entitlements” were being traded for other professional and personal gains: new, improved amenities and technology, and more opportunities to advance careers through cross-pollination with divisions now situated together.

Results

- Created monthly e-newsletters and an intranet site to inform employees on move logistics and benefits.
- Targeted communications to people managers for “evangelizing” changes.
- Served on the Change Management Team to anticipate issues, determine remediations, and implement appropriate communication plans.
- Produced multiple tools and meeting guides for working productively in the new environment.
- Participated in planning and conducting an opening day celebration.
- Designed a post-move employee survey, where 80 percent of respondents claimed, *“Ongoing communications... helped me to know what to expect in the new work environment and prepared me for making the move.”*

Employee engagement was critical to achieving the desired culture shift.

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.