

## FACILITATION OF CHANGE MANAGEMENT INITIATIVE SUCCESSFULLY REALIGNS 3,500 PERSON HIERARCHICAL ORGANIZATION TO AN EFFECTIVE MATRIX ORGANIZATION

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### BUSINESS SITUATION

A large national insurance company was looking at ways to better meet the needs of their agents and customers. One area of focus was its traditional hierarchical organization structure and whether this structure was best suited to meet the needs of their customers.

### SOLUTION

Beaird Group was hired to facilitate an organizational redesign. The focus was on generating the commitment and support needed for the change. We deployed our five-step Change Methodology and worked with the key individuals who needed to champion the change. The steps included:

#### Step 1: Assess for Change

Conduct a current assessment; identify opportunities.

#### Step 2: Prepare for Change

Align change vision and strategy; identify roles.

#### Step 3: Plan for Change

Develop implementation and communication plans.

#### Step 4: Implement Change

Coach and facilitate; reconcile gaps.

#### Step 5: Sustain the Change

Measure the change and integrate lessons learned.

### IMPACT

As a result of the engagement, Beaird Group helped our client's executives formulate individual and organizational ways to make the organizations change meaningful and easier to accept. Our client experienced a successful realignment of their 3,500 person hierarchical organization to an effective matrix organization.



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