

The Client: A Multinational Professional Services firm.

Brief: The APAC Tax talent team of the company had many success stories around Diversity & Inclusion that were localized to certain regions. The challenge was how to migrate these processes and policies across regions so that there is standardization and success transfer. Countries were resisting and there was some pushback to new experiences.



The Need: The team was committed to embed success stories across regions and in a manner that takes the cultural nuances into account. How to make teams imagine and visualize the transformed environment & what would the benefits look like; how would it help the team.

Measure: Implement policies and processes across countries.

What we did:

Always Client First

- Interviews across countries with pax
- Understood best practices
- Current challenges faced
- What would transformation look like
- How would they know when they have been successful

The intervention

- How do you get your message to stick
- Why are stories memorable and impactful
- Messaging is precise and crisp not abstract
- Connection Story pattern: To build rapport and connect with other as authentic
- Clarity Story pattern: Why before what to ensure people get the gist before the details
- Influence Story pattern: Influence without authority

Game changers

- Experiential activities
- Videos to elicit learning
- Multi-layered skill builders

- Application back at work
- Custom-designed program with examples
- Crafted role-plays specific to the scenarios back at work

Results

Deliberate on-line practice to build skill in an open platform to share and learn from each other.