

SUCCESS STORY

Fostering the appropriation of a new artwork and packaging management solution

CHALLENGES

A **leading pharmaceutical company** was launching a transformation project to optimize its artwork and packaging management process.

This transformation included the implementation of a new IT tool but above all encompasses the **operating model, more efficient ways of working, and new roles**.

The challenge was to secure buy-in and effective deployment for more than **150 people**, located on **several sites**.

SOLUTIONS

CYLAD first supported the company in **driving the transformation** and setting up the **new target processes**. To secure the transformation and ensure lasting results, we then **designed and implemented a comprehensive change management strategy**:

- Building stakeholders mapping and impact analysis
- Defining and implementing efficient **change levers**, adapted to the project's stakes
- **Securing the buy-in** of middle management with regular alignment seminars
- Providing information on **expected benefits** and impacts through regular newsletters and testimonies
- **Elaborating a training plan and associated material** combining information sessions, practical modules, e-learning sessions, adapted to users' needs
- **Measuring change management efficiency** and adjusting actions accordingly

KEY DELIVERABLES



Change management plan



Monthly newsletters and adherence survey



Training plan, material and sessions

CUSTOMER BENEFITS

+ 150

people involved in this transversal transformation

+ 80%

buy-in of users and managers all along project

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