



# ENACTING CHANGE THROUGH AN EDUCATIONAL JOURNEY PROGRAM



## INTRODUCTION

Faced with the challenge of articulating the need for change following the formulation of new strategic goals, a leading Midwest-based commercial insurance company experienced a transformational journey. Partnering with [Bâton Global \(B|G\)](#) to develop an educational journey program proved instrumental in instilling a sense of urgency and driving essential transformation.



## THE STORY

This insurance company took on the complex task of communicating the profound implications of changing environmental conditions and both the opportunities and challenges they presented. Following the creation of a new vision and strategic goals, the organization embarked on an educational journey program designed to guide employees through a comprehensive transformational journey. This program served as a catalyst for change and communicated a clear vision for the future.



## THE CHALLENGE

In light of shifting environmental dynamics and new strategic goals, the central challenge faced by the organization was the need for effective communication with its workforce. This case study delves into the complexity of conveying the urgency for transformation in a rapidly evolving industry landscape.



## THE CHOICE

Faced with the daunting challenge of driving organizational change, the insurance company made a strategic choice to collaborate with [B|G](#) to develop an educational journey program. This choice became the cornerstone of their efforts in communicating a compelling vision and fostering a sense of urgency, ultimately creating a more dynamic and high-performing organization.

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## ENACTING CHANGE THROUGH AN EDUCATIONAL JOURNEY PROGRAM

This case study explores the transformative journey of one of the largest commercial insurance companies headquartered in the Midwest. Following the creation of a new vision and strategic goals, the organization faced the challenge of communicating the need for change to their employees. They partnered with **Bâton Global (B|G)** to develop an educational journey program aimed at instilling a sense of urgency and driving essential transformation.

Collaborating with cross-functional leaders, **B|G** delivered a comprehensive educational journey program designed to address the organization's communication and transformation needs. This program consisted of several key components such as interactive workshops, facilitators' guides, and a visual map. The workshops were designed to guide program participants through a journey that would enlighten them about the current state and urgency for change in addition to the desired future state. Facilitators' guides also ensured the scalability of the program, and the visual message map was crafted to clearly communicate the organization's vision and goals.

The educational journey program delivered by **B|G** had a significant impact on the organization. The program received high praise from the company's leaders, with initial overwhelmingly positive survey

responses. One leader stated, "The sessions have been received extremely well by our team members. Thank you for your partnership in supporting us to create what is turning into an extremely valuable experience for everyone."

The success of the educational journey program was built upon a strong foundation of insight. **B|G** employed various research methods to gain a deep understanding of the organization's needs and aspirations. These methods included workforce engagement tools, competitor analysis, stakeholder engagement, and customer feedback.

The culmination of these efforts resulted in a summary of findings that was shared with the leadership team and the entire organization. This approach created a collective understanding of both the internal and external environment, laying the groundwork for change.

The insights gleaned through the research process were not merely collected but actively leveraged to drive innovation and transformation. B|G employed a series of ideation to activation sessions that resulted in leaders developing "quantum leap goals" to guide the organization's journey. This innovative process involved several key steps such as Distillation of Insight, Theme Prioritization, Goal Development, Comprehensive Development, Collaborative Refinement, and Project Roadmaps.

With goals established, the critical next step was to ensure their seamless integration into the organization's daily operations. B|G played a pivotal role in this integration process through implementing leadership coaching, key performance indicators, cultural transformation, and stakeholder engagement. This comprehensive integration phase ensured that goals were not merely theoretical concepts but were actively embraced and pursued by every member of the organization.

The impact of the goal-setting process and the educational journey program was both tangible and far-reaching. Improvements include effective change communication, enhanced confidence, and a more dynamic leadership team. With these improvements came a higher performing culture and more engaged workforce.

This commercial insurance company's journey highlights the potential for transformation through education and effective communication. It demonstrates that a well-structured journey based on thorough research and innovative thinking can empower an organization to articulate its vision, set clear goals, and instill a culture of urgency and performance. In a rapidly changing business landscape, this case study underscores the importance of goal setting and education as key drivers of organizational transformation.

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**Matthew Mitchell, PhD**  
Founding Partner



**Molly Lopez**  
Senior Consultant

Contact Molly to accelerate your journey with Bâton  
1.515.205.0911 ✉ [molly.lopez@batonglobal.com](mailto:molly.lopez@batonglobal.com)