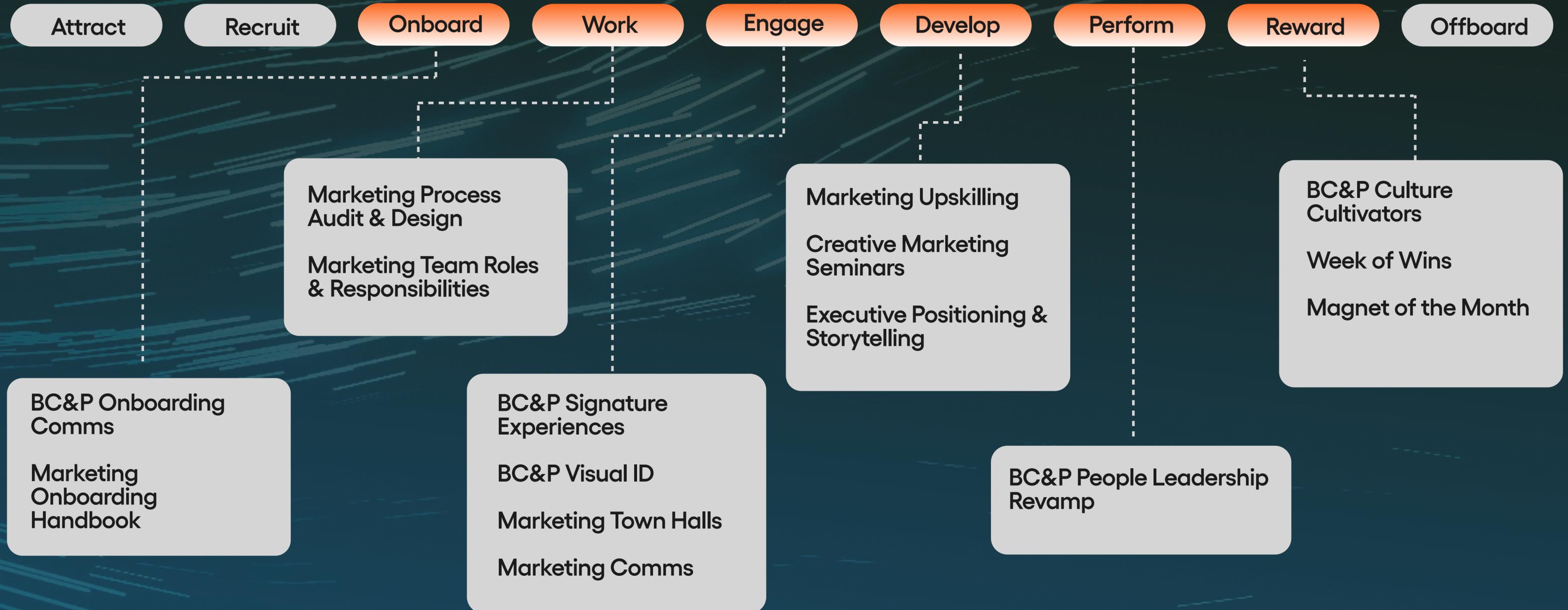


# Our work with Capital One BC&P Across the Associate Journey





## Designing a Culture that Leads the Organization

Change Marketing™  
at work

### The Challenge

After rapid growth from a single-product team into an integrated, full-suite organization for business customers, the Associate Experience team needed to formally define their engagement strategy and integrate it across the associate lifecycle.

### Our Audience

1600+ High-performing financial/tech professionals

### Key Insight

The current associate experience is made up of a disconnected set of individual tactics and messages that developed organically over years. There is no clear connection between the organizational mission to Pave the Path for Businesses to do more Business and the people strategy.

### Our Story

We will design an intentional people strategy anchored in the things that matter most to our business and reinforce it through impactful moments across the full associate journey.

### Creative Craft

An intentionally designed suite of signature experiences, recognition, onboarding, and people leadership moments and messages that all add up to one, unifying internal brand.





# Designing a Culture that Leads the Organization

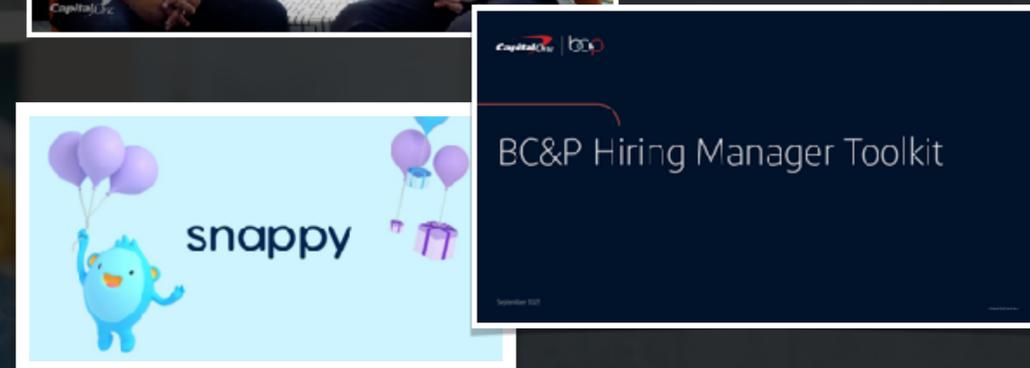
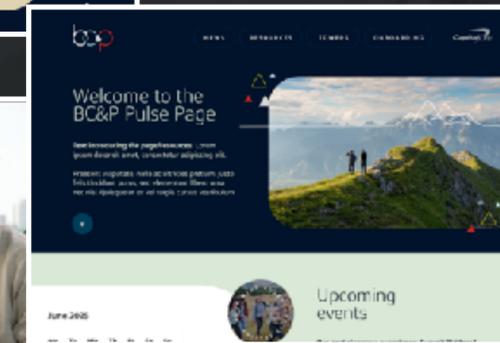
Results: Significant YoY improvements across all 4 major metrics in All Associate Survey Scores

+10% Engagement

+9% Enablement

+8% Inclusion

+6% People Leadership



## StoryMap & Case for Change

Workshop to map out our strategy and the moments to deploy it across the associate lifecycle. Storified readout deck to be utilized in getting all key executive stakeholders bought in.

## Live Engagement Experiences

Large-scale moments to deliver Overwhelming Gratitude in a differentiated way. Featuring external speakers, real customers, and associates from across the business, a unique Main Stage event is always accompanied by a celebratory after-party and a gift.

## Reimagined Moments that Matter

A reworking of critical moments across the entire associate journey. From onboarding to day-to-day comms to leadership content to recognition, every moment intentionally reinforces what we value most.



Bringing Clarity & Support to People Leaders

Change Marketing™ at work



## The Challenge

How do we build a culture of effective and supported people leaders?



## Our Audience

180+ People Leaders across diverse lines of business located across the country.



## Key Insight

People Leaders are not clear on expectations, routines, and shared norms, leaving them to establish these things out independently, creating inconsistency.



## Our Story

Establish key leadership behaviors and routines, align on them and teach leaders how to adopt them.



## Creative Craft

Deliver an impactful People Leader Summit and follow up with consistent touchpoints for leaders to connect and focus on these behaviors.





# Bringing Clarity & Support to People Leaders

## Results:

Q2 '25 AAS Leadership Support Index: 63%

+11% vs. Mar 2024

+3% COF during the same period

GREAT LEADERS...

### Balance Results & Relationships

The best leaders are equally invested in their people and in the outcomes of their team.

"My job is to help associates reach their potential, but it's also to put my heart into problem-solving."  
- BC&P Senior Leader

"In my experience, what has set certain managers apart from others has been how proactive they've been in my professional development."  
- BC&P Associate

"My team is here to deliver a particular result for BC&P, and my role as their leader is to put them in the best position to deliver that result while also maximizing their personal development along the way."  
- BC&P Leader



## BC&P People Leadership Climb Together

July 18, 2025

**The Opportunity:** Help our leaders unlock the potential of their teams.

FROM **UNCLEAR & UNEQUIPPED** >>> TO **INSPIRED & EMPOWERED**



### Anatomy of a difficult conversation

- Before**
  - Prepare your thoughts
  - Articulate your POV clearly
  - Align on the purpose and ideal outcome
  - Look at it from their perspective
- During**
  - Stay calm
  - Deliver your message clearly
  - Listen to understand
  - Focus on facts, impact, and shared goals
  - Agree on how to move forward
- After**
  - Confirm alignment
  - Follow up with next steps
  - Continue to build trust
  - Reflect on what went well



## Insights & Case for Change

Empathy interviews to understand and validate the problem & a storytelling deck to gain commitment across stakeholders.

Build



## People Leader Summit

Immersive signature event for Leaders to connect, learn, and feel recognized.

Launch



## Climb Together Sessions

Deep dive sessions into each of the behaviors to further develop and practice the behaviors and skills.

Sustain

# Case Study - Team Magnet

1 Naming & Logo exploration



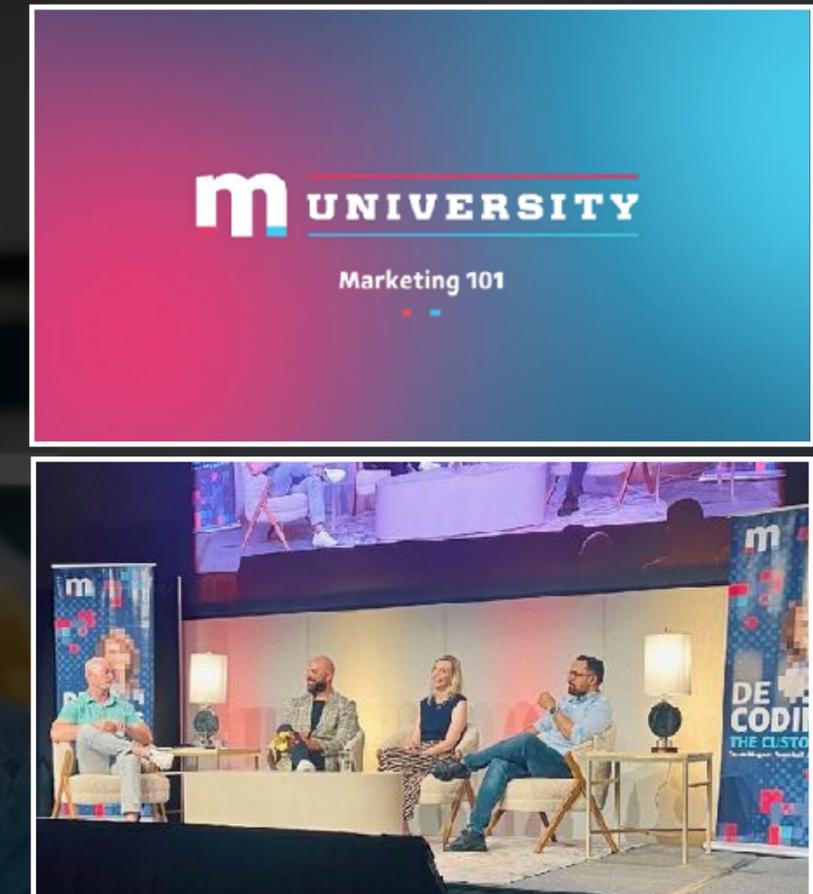
- Our brief was to create a sense of belonging and shared purpose among a restructured team of 200+ Associates from the BC&P Marketing organization located across the country.
- We started with naming and logo exploration, in collaboration with key team members.

2 Landing the Team positioning & mission statement

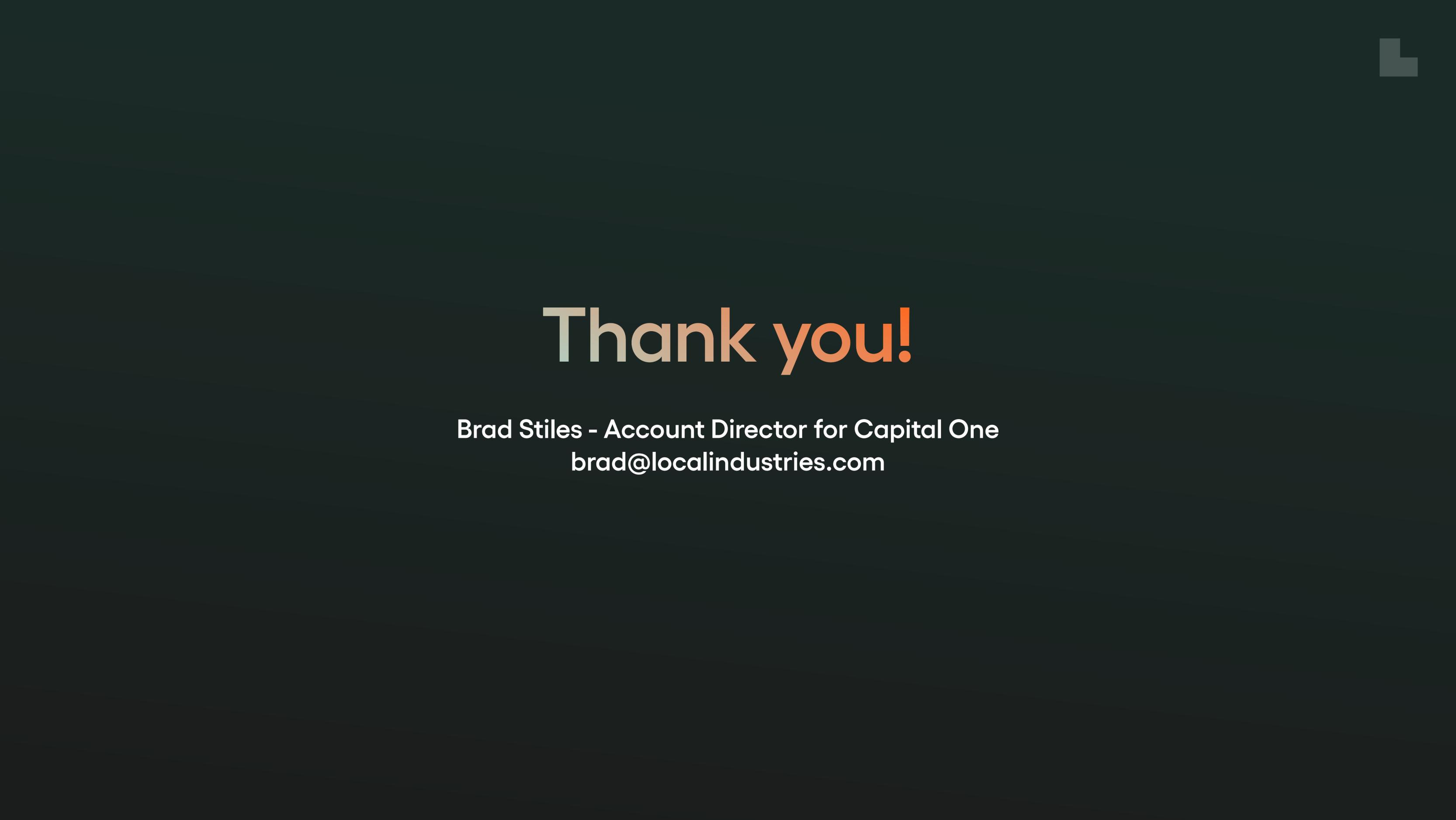


- Associates were unclear about the mission and purpose of the new organization. We needed team mission and vision attached to a visual brand for a cohesive, memorable story of who we are.

3 Launching Team Magnet's first initiative



- The new team name and visual identity is designed to be leveraged across all cultural touchpoints, including Magnet University, the team's new training platform.



# Thank you!

Brad Stiles - Account Director for Capital One  
[brad@localindustries.com](mailto:brad@localindustries.com)