

# Powering Change

Every business leader today is being asked to do more with less. Whether through cost-cutting, restructuring, or new technology, change is everywhere.

But many change efforts fail—not because the strategy is wrong, but because the execution is uninspiring. Too often, they follow theoretical models (many of which resemble a grief process!), making the change feel heavy, slow, and disconnected from what actually drives progress. No wonder 70% of them fall short of their goals<sup>1</sup>.

## Making Change Inspiring

At Mighty Cultures, we see change differently. Change isn't something to manage—it's a catalyst for growth. Done right, it ignites a journey that propels your organization forward, unlocking energy and accelerating impact.

**To do this we tap into the core human drivers that power change:**

### 01 POTENTIAL

**The human brain is wired for growth.** Change needs a compelling narrative that doesn't just explain what's changing, but why it matters—both for the business and the individuals driving it. The more inspiring and tangible the vision, the more momentum it creates.

To unlock potential, we create an energizing narrative that connects the why, what, and how of your change strategy and bring it to life in high-engagement formats – such as a beautifully designed Field Guide delivered directly to employees' homes.

### 02 CONNECTION

**People commit when they feel a sense of ownership.** Change isn't just something to roll out to your people—it's something to build with them. The more people see themselves as part of the change, the more inspired they'll be to drive it forward.

To enhance connection, we run engagement sprints with the teams most impacted by the change. These sessions create an atmosphere of collaboration and help people personalize the change journey, maximizing the adoption of new concepts and ideas.



03 CONFIDENCE

To increase confidence, we host readiness experiences that equip teams with the ways of working, behaviors, and specific tools or processes they'll need to succeed in the new environment the change is driving.

## 04 ENERGY

To supercharge energy, we establish an ecosystem of communications, rituals, and targeted actions that integrates into existing structures – from all-company Town Halls to Monday morning team meetings – reinforcing impact without adding complexity.



# Let's *Workshop* Your Change Effort

**If any of the ideas above could elevate a change effort you're leading, let's connect for a discovery session.** We'll explore what's in motion and brainstorm fresh, inspiring ways to bring it to life for your people. And as a final challenge—take the quiz below! If you're not scoring high across all four dimensions, give us a call—we'd love to help.

## 01 / POTENTIAL

You have an inspiring growth-oriented narrative that resonates emotionally and strategically at both a corporate and personal level.

### 03 / CONFIDENCE

You have specific initiatives in place that allow people to build new skills and get ready for change along the way.

## 02 / CONNECTION

You've created opportunities for engagement and co-creation across the organization that reinforce ownership and accountability.

## 04 / ENERGY

You've got a long-term strategy of rituals, content, and experiences that will keep people energized long after launch.

