Our creative methods, insights, and experience have enabled hundreds of companies to solve strategy execution woes, drive change, build engagement, and deliver powerful strategic outcomes.
challenges

Our sweet spot
Root’s been around the block a few times. We’ve helped many different types of businesses in a multitude of industries. Here’s where we have most often helped organizations.
Create broad organizational transformation or culture change

Every business has a lot going on at all times! New competition? Changing workforce? Merger or acquisition? Root helps companies weather these storms with a proven process that enables leaders to tackle internal and external barriers. Create alignment, ownership, and advocacy to successfully drive and sustain meaningful change.

Deploy strategies or strategic initiatives

New organizational strategy? Implementing new processes? Going after a new market? A memo or PowerPoint doesn’t cut it. You need your people to internalize, personalize, adopt, and evangelize your strategy! Give them the why, the what, and the how in such a memorable way they can’t help but bring it to life and deliver results. Root’s solutions make this happen.

Develop leadership and manager competence

How do leaders need to lead and managers need to manage? Leaders must own the whole and not just their part, creating shared views for teams and modeling the behaviors that get business results. Managers must actively engage and inspire their people, coach their teams to high performance, and connect them to the new strategy. Root has successfully helped build great leaders and managers for over 25 years.

Deliver a customer-first culture

Is everyone in your business focused on creating high levels of customer satisfaction and loyalty? Your people are the driving force behind bringing your brand to life. They must think and act differently to quickly deliver meaningful change. Root helps leaders, managers, and the front line create a strategy that builds customers for life.

Find bright spots

It’s not all doom and gloom. There are great things happening in your business. Root helps you figure out what those are and replicate them across the organization. Uncovering the common practices, processes, and routines of your high performers is one of the best ways to execute on your strategy. It allows you to incorporate the insights into the strategy, scale them to the entire organization, and grow your business.

Execute organizational skill development

You’re waist-deep in a new strategy rollout – but maybe there are some gaps in your people’s skills. Can’t have that! We figure out what works best for your people and your business. Left-brained, right-brained, visual, auditory, or kinesthetic learners? (Go ahead, look that last one up.) Globally dispersed? Costly to take them off the floor for training? Root’s got you covered.
Our unique approach
Strategy Execution Know-How

Root is a critical partner to hundreds of the world’s largest companies, helping engage leaders, managers, and individual contributors in the business of executing strategies successfully. We know how to get your people aligned, help you have the hard conversations, focus on relevant data, change mindsets, and see the big picture. Basically, we bridge your canyons. Our proven and proprietary process is based on 25 years of experience that accelerates and drives results.
Creative and Visual Methodologies

Research proves that people learn best using visual storytelling methods. Drive better employee engagement, transform culture, improve communications, and execute strategies more effectively using visualization-based solutions like Strategic Learning Map® modules, digital communication and learning, and cinematic storytelling. Our engagement tactics, which tap both sides of people’s brains (we promise it won’t hurt), are effective, memorable, relevant, and actionable — an ideal combination to produce winning results.
People-Driven Insights

Human beings work here. We have unique ways of uncovering people’s beliefs, knowledge, culture, behaviors, and processes that are the root cause (pun intended) of why your strategic efforts are falling short. We study emotions, skills, routines, and habits, as well as analyze data to determine the best path to execute your strategy effectively. The information we glean provides real insight, paving the way for your organization to change, grow, and excel.
Our heart and soul
People. Every business begins and ends with people. *Human Beings Work Here.* We believe exceptional leaders invest in their people. We know *Strategy Execution through People* is the only way organizations can bring their strategies to life – and truly delight their customers. We believe in the power of the individual to lead movements that build better futures for companies. We are passionate about using creativity, business acumen, and insights to engage people intellectually AND emotionally for greater results.

We strive to be servant leaders. To be authentic, engaged, and fun. To design collaboratively. To achieve excellence. Applying our philosophy, our solutions, and our people’s skills to make strategy personal for every single individual.

We are client fanatics and community-centric. We help people find their roots of engagement to be part of something bigger than themselves, go on a journey, make an impact, and feel a sense of belonging. Our heart and soul is our people. We help others invigorate the power of human beings to make a difference.

We are *root.*
Solutions & Outcomes

Strategy Creation and Alignment
Hash it out. Bring your senior leaders together to define a killer strategy and create a unifying vision that everyone in your organization is passionate about and will lead to successful results.

Watercooler® Sketches
Get real. Provide a visual approach to encourage the tough, authentic conversations you aren’t having but need to within your organization by defining the barriers that are preventing you from focusing on the real problems.

Strategic Learning Map® Modules
Map it out. Use visual and experiential methods to cascade your strategy rapidly to thousands or tens of thousands of people virtually or in person. Convey your strategy or your financial, customer, or process story to facilitate conversations that create a common understanding, actionable responses, and proven results.

Cinematic Storytelling
Connect meaningfully. Create films designed to engage the heads, hearts, and hands of your people, allowing them to thoroughly understand your strategy and their role in executing that strategy.

Curriculum and Skill Training
Skill up. Build the skills of your people by translating strategic intent into operational change while achieving specific, accelerated results using online or workshop-based approaches.

Leader and Manager Development Programs
Create the world’s best bosses. Develop new managers and enhance the skills of seasoned leaders with comprehensive programs designed for your business’ specific strategic outcomes.

Customer Experience Programs
Make your customers love you – forever. Create and define a true customer-first culture with proven strategies and flexible techniques that empower your managers and enable the front line to win lifelong customers.

Bright Spots
Take it to the next level. Quickly move from insights to results by identifying the everyday behaviors, practices, and routines that drive your high-performing teams and replicating them across the whole organization.

These are just a few ideas for your strategy execution journey. Map your way with Root. We’ll ride shotgun! 1-800-852-1315
What our clients are saying

“Root’s approach is different from most in that you ‘tell it like it is’ and get to the heart of the matter about what is required for successful and lasting change, even if that message means personal change for the top leaders involved.”
- PulteGroup

“Root’s approach is a systematic process that has allowed us to synthesize what we believe about our business into a comprehensive plan. Other firms tell us ‘where to fish’ and what bait to use – Root has taught us how to be fishermen, which is a much more valuable lesson.”
- Babcock & Wilcox

“What this process (rollout to 14,000 civil servants simultaneously) enabled us to do is to get a lot of people to the same starting point very quickly around a number of issues.”
- Hong Kong Government

“Simply put, the Strategic Learning Map® experience resonated with our workforce and was critical in educating all employees on the vision of the company as we moved into a new chapter.”
- United Rentals

“Root provided a customized program that helped re-energize our brand and allowed us to re-establish ourselves in the market.”
- Hilton Garden Inn

“Root’s creative tools unleashed candid and probing conversations that ferreted out inconsistency in our strategy. We realized that there was a difference between what we said and what we meant.”
- Textron
About Root
Root is a strategy execution company that helps organizations engage people as a catalyst for change using a proven framework that consistently achieves clarity, ownership, and results.