

facts

Root bridges the gaps that exist between an organization's strategy and successful strategy execution. Our solutions accelerate behavior and culture change to drive powerful results.

What we do

Root's creative methods, insights, and experience solve strategy execution challenges, eliminate silos, drive change, build strong employee engagement, and deliver desired strategic outcomes.

Root's solutions, capabilities, and expertise have enabled the world's largest companies to have:

1. Organizational change and culture transformation
2. Better and faster strategy deployment
3. Robust leadership development and manager skills
4. Performance through custom learning programs
5. Bright spots to drive performance
6. Greater loyalty and satisfaction on the frontline

We help leaders gain clarity and alignment on their strategy by developing a shared vision of the current and future state of the business, identifying clear priorities on strategic direction, and determining the behavior or culture changes that need to happen at all levels of the business.

Root's Strategic Change Process® uniquely and successfully gets all level of leaders, managers, and individuals to internalize, personalize, and become advocates of your strategy.

Then we help organizations refine and sustain that strategy using methods for driving, measuring, and evaluating ongoing change.

Why Root?

Our people, culture, values, core competencies, and methodologies set us apart from any other consulting company or agency you'll come across. Root values creative excellence, servant leadership, fun, authenticity, engagement, giving, and collaborative design. We enjoy what we do and it shows in the exceptional work we deliver to our amazing clients.

What sets us apart? No other company brings this combination of capabilities to the table and makes it work for you and your organization:

Our clients

Root has helped hundreds of the Fortune 2000, including 33 of the Fortune 50, from a myriad of industries.



Strategy execution know-how

Root applies 20+ years of strategy execution experience to facilitate the difficult conversations, bring clarity to strategies, change mindsets, bridge gaps and canyons, and most importantly, achieve results.

Creative and visual methodologies

We tap both sides of people's brains using visualization and storytelling, digital communication and learning, facilitation and dialogue, metaphors, and moxie to help make change relatable and memorable.

People-driven insights

We have unique ways of uncovering people's beliefs, knowledge, culture, behaviors, and processes that are holding organizations back. We use data that provides real insight into your challenges and your story, opening up the opportunities for your organization to change, grow, and excel.

Strategy Execution Through People®



Solutions & outcomes

Strategy Creation and Alignment – developing a strategy and vision everyone rallies behind

Watercooler® Sketches – enabling critical and hard conversations for better business performance

Strategic Learning Map® Modules – engaging people in the how and why of the business strategy

Digital Interactive – filling capability gaps through blended interactive learning

Cinematic Storytelling – engaging people's hearts and heads in the drama of the business

Leader and Manager Development Programs – building strong leaders and managers

Curriculum and Skill Training – creating sustainable learning and performance

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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.

