



DISRUPTIVE METHODOLOGY

Root helps organizations activate strategic change at every level by focusing on people's emotional and intellectual engagement to deliver growth, results, and, to be honest, fun. 70% of the Fortune 50 has worked with to Root to make change stick.



Leadership Alignment



Root Learning Map[®] Experience



Integrated Learning



Root Continuum[®]

STRATEGY ACTIVATION

WHO

A global leader in building technology, integrated solutions, energy storage, and information-based retail solutions that generates billions in revenue and has more than 100,000 employees.

BILLION+ REVENUE



100,000 EMPLOYEES

WHAT

Company A and Company B merged, bringing together market leaders in product, technology, and service capabilities. This singular organization became dedicated to spearheading the promise of smart buildings, campuses, cities, and communities around the world.



WHY

Leaders knew a strong shared culture was necessary from the beginning if the integration of the two organizations was to succeed. Root was brought in to work with the new leadership team to achieve alignment, drive clarity, foster commitment, and determine a game plan to define and bring to life the new shared culture.

HOW

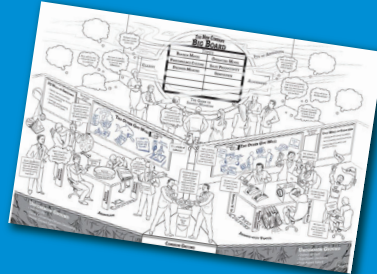


SENIOR LEVEL

1

Create shared ownership of a common culture

- One-on-one interviews
- Five focus groups
- Watercooler sketch with leaders from both orgs



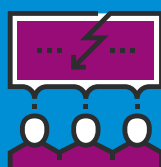
2

Define behavioral ground rules and align on a common set of values and a purpose

- Focus on "Why this?" and "Why now?"
- Two LMs

3

Help the senior team transform into a high-performing team



FOCUS GROUP

Refine the custom-designed Root Learning Map[®] module

7 GLOBAL PILOTS



75 EMPLOYEES



120 NEXT-LEVEL LEADERS

1

Introduced new values

2

Discussed the new operating model

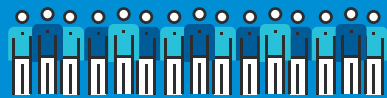
3

Used the Learning Map[®] visual to share the consolidated story about culture



ORGANIZATION

Rollout process across the globe



30,000 PEOPLE ENGAGED



SUSTAINING THE MOMENTUM!

1

Conduct a follow-up session with the top 120 leaders to reinforce the culture story

2

Continue to update the materials, including electronic version of the Root Learning Map[®] experience



3

Embed experience into onboarding process

RESULTS

91%

Feedback on the culture mapping sessions is enthusiastic

87%

Managers supporting employees in driving the new culture

87%

Managers demonstrating the behaviors to embrace our desired culture