



gravitas

# Transformer

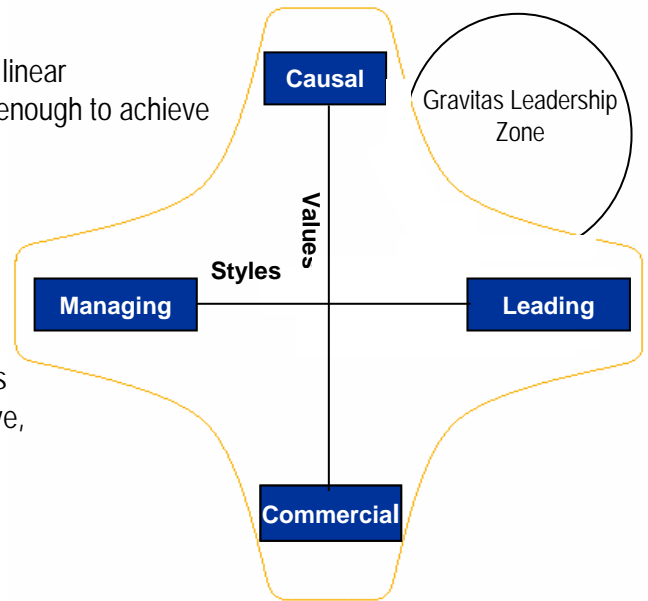
*Executive Brief*

# gravitas<sup>™</sup> Transformer

Sometimes market dynamics or internal stimuli dictate that linear development of your team simply won't be rapid or radical enough to achieve the culture and positioning you need.

You may be merging two organisations; managing an acquisition; refocusing the entire organisation or critical parts of it on new imperatives.

You may be restructuring and redefining your vision, values and culture, as well as determining a new strategy, objective, structure and team.



Perhaps you are converting an internal service organisation to become external and customer-facing, with significant commercial and cultural development issues to handle and resolve.

Maybe you want to gain greater cohesion across the matrix, between parts of the organisation who need to co-operate yet sometimes compete.

In all the above circumstances we stand alongside you to support a complete change process or to work with your other key partners to provide the complete leadership transformation dimension to your change programme. We call this the "Gravitas Transformer."

Gravitas Transformer addresses the complete organisational issues in times of change. Built from a blend of Gravitas services, as appropriate to the situation, it ranges from equipping individuals for leadership of change through to defining and planning a holistic communications plan for the organisation and its many stakeholders.

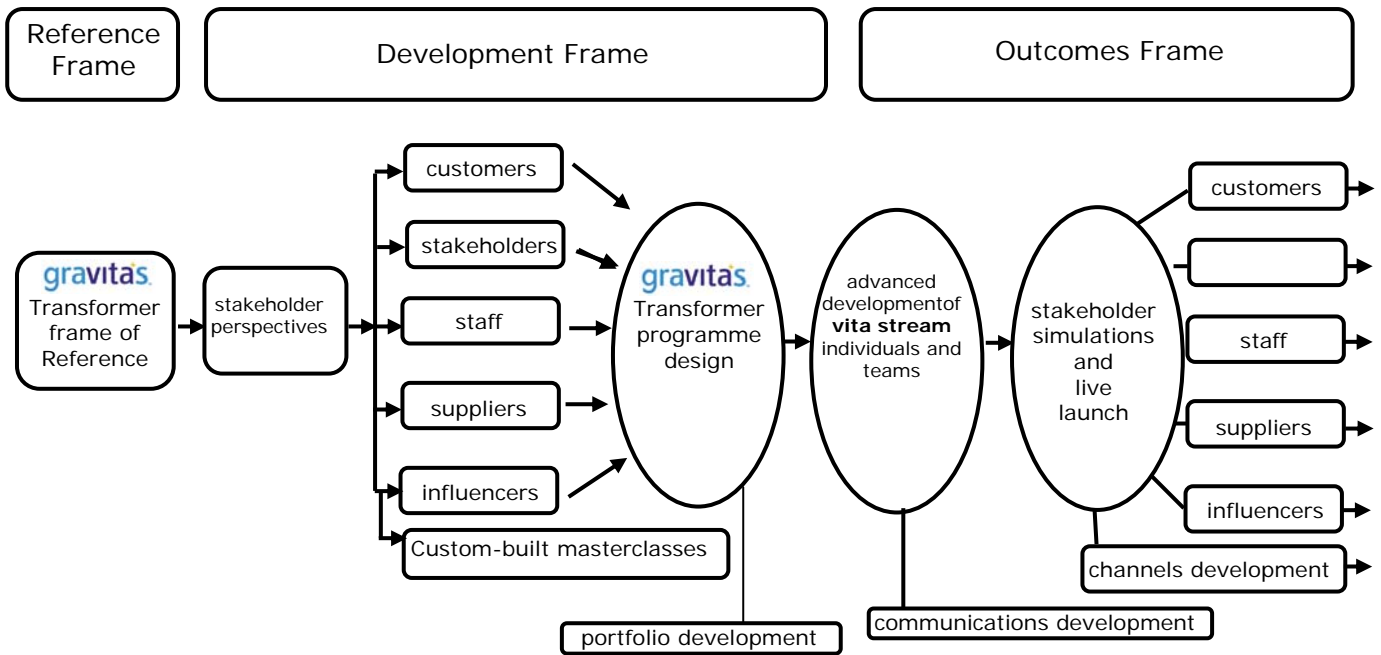
Custom-designed and built Gravitas Transformer initiatives are founded on a partnership between Gravitas and your organisation. Together we develop a route to refocus the organisation successfully and support the leaders as they redefine the organisation's goals, culture and operational methods, bringing to life the organisation's values with staff and customers alike.

Gravitas Transformer raises the professional equity of key individuals, the team and the organisation, and creates a real sense of cohesion and unity by optimising the use of talent within the team and harnessing the full power of the organisation.

# Development Structure

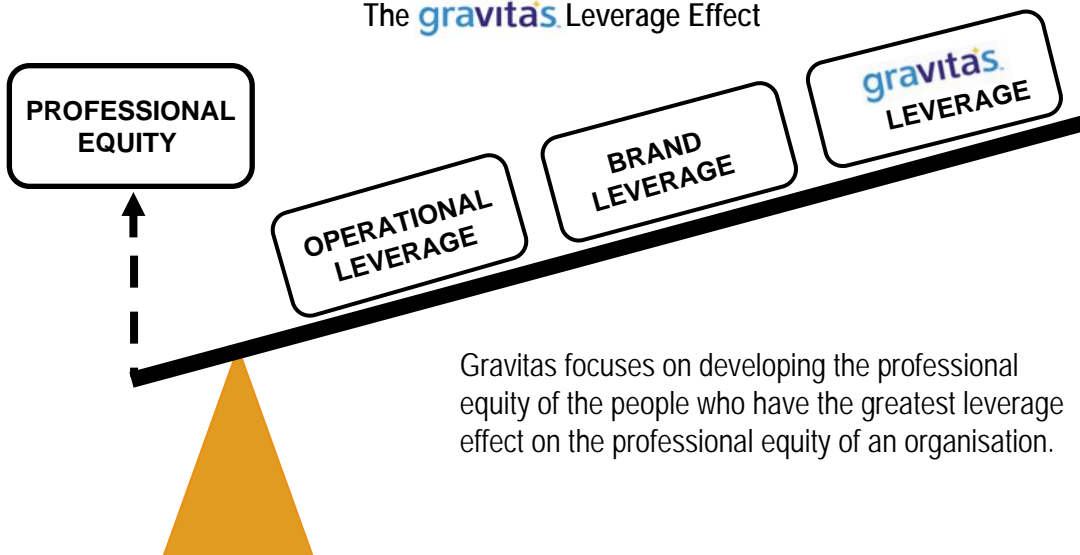
## Typical Gravitas Transformer Development Process and Outcomes

Starting with a thorough and rapid analysis of your requirements, based on internal and, where relevant, external perceptions, your own Gravitas Transformer programme moves through individual and group development needs to deliver the specific competence, communication and cultural transformation outcomes that have been identified.



- ✦ Change brought about by a re-structure, merger or acquisition so that the organisation meets the expectations of new owners and stakeholders
- ✦ Values and culture alignment so that the rhetoric becomes the reality
- ✦ Organisational behavioural change – to ensure that the leaders define and demonstrate the desired behaviours so that the organisation is inspired to deliver the right behaviours to all its stakeholders

### The gravitas Leverage Effect



Gravitas focuses on developing the professional equity of the people who have the greatest leverage effect on the professional equity of an organisation.



## Gravitas Transformer Executive Sponsor Feedback

“Getting ready for the market was much more than either my CFO or I had realised. Getting the team ready while handling business as usual would have been impossible without the Gravitas Transformer programme – they brought the realities to life.”

**CEO – FTSE 250**

### Contact Us

To find out how we can support you, your team or organisation please contact us:

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or visit our website at [www.gravitasglobal.com](http://www.gravitasglobal.com)

We will be delighted to explore with you how we might be able to help and to provide quotations for suitable Gravitas programmes.

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