

UPPING YOUR ELVIS

Culture Change with Haleon. Our innovative approach used a series of weekly experiments to create a fresh, vibrant, and dynamic culture for Haleon as they demerged from GSK.



Combining workshops and events with our **impactful digital tools**, we designed a culture change programme that was structured into people's lives, as they worked through the launch of new business, Haleon.

The programme included a series of simple weekly experiments to ensure people were: **EXPERIMENTING** with new and different behaviours every day.

LANDING LEARNINGS within their teams.

DELIVERING CULTURE CHANGE in the context of their job.

We began each week by sharing a behavioural experiment for the teams to try out and spend the week noticing the impact it created, for them.

At the end of each week, we brought the teams together to reflect on their experience and to land their learnings.

Our approach created a new energetic and inspiring culture for 25,000 people globally at Haleon ahead of their launch, whilst also locking in their learnings for the long-term.

If you can execute culture change in your job, live it and practice it, and have everybody else around you doing the same thing, it's just so much stronger in terms of creating success.

TAMARA ROGERS Chief Marketing Officer, Haleon