



A Regional Membership Business Association  
Re-brands & Re-energizes

## CASE STUDY



## THE PROJECT **Organizational Transition**

**THE NEED** A large metropolitan regional association that represents over a thousand member companies and organizations that employ roughly 600,000 employees from eleven counties across three states was struggling with an “old and tired” image. The association chose to rebrand, with a new mission, vision, logo and marketing campaign, yet they weren’t sure where to start with their own employees.

The Board and senior leadership knew if it was going to establish true change, the re-birth had to start from within. The association is charged with advocating for regional development, business-friendly public policies, economic prosperity, as well as supporting its members with practical, inspiring programs, resources, and events. With all of that on its plate, and all of those moving pieces and “convincing to do,” it was a tall order to generate the employee buy-in needed to shift the brand in a positive direction.

### **THE INTERVENTION**

Shapiro Communications met with senior leadership to develop an action plan and determine goals. With the re-branding already in motion, Shapiro Communications had to move quickly and effectively to face the challenges head on. In order to generate the buy-in required for this re-branding, a deep-dive and honest evaluation of their employee relations was imperative.

Shapiro Communications brought a fresh lens and unbiased view, examining internal and external communication practices, identifying areas of breakdown and/or inefficiencies, as well as ways to improve and excel. Shapiro Communications also functioned as a mediator when the conversations became difficult and when decisions needed to be made.

Eventually, an all-employee program was created where Shapiro Communications led a lively facilitated discussion that solicited employee input that helped establish a framework and communication protocols upon which the organization was able to move forward.

### **THE IMPACT**

The intensive process created a positive change in how leadership and the management team were perceived. From the front line to the executives, the team felt a genuine and greater sense of shared purpose. The cooperation and growth they were promoting to their members was now being lived by the association’s employees in authentic and tangible ways.

The entire organization was re-energized with a renewed sense of excitement for the future. The enthusiasm was contagious, and trickled throughout the office and out into the meetings and events when the re-branding was rolled out. Instead of mandated change, it was a collaborative effort that proved meaningful and resulted in a long-lasting positive effect on the organization.

### **ABOUT SHAPIRO COMMUNICATIONS**

Shapiro Communications offers comprehensive organizational communication training and professional development services across multiple industries.