

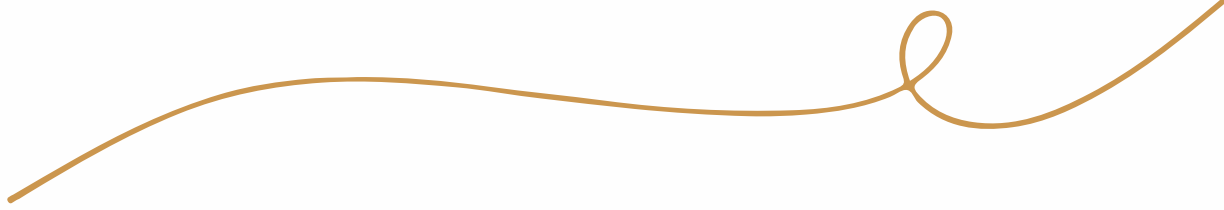
EQUIPPING LEADERS TO BRING VALUES TO LIFE DURING ORGANIZATIONAL CHANGE

WITH A LARGE ALBERTA
SERVICE ORGANIZATION

2025



WorkWise
Design



WHO THEY ARE

They are a large Alberta service organization whose success depends on consistent leadership across a complex, customer-facing environment. With teams working in different roles, locations, and contexts, leaders play an important role in shaping how culture and values are experienced in everyday work.

During a period of organizational change, their People and Culture team was leading a broader initiative to embed new values across the organization.



THE PROBLEM THEY WERE FACING

As the organization worked to align teams around a new set of shared values, the People and Culture team needed practical resources that leaders could use consistently across teams. While the internal team had already designed elements of the broader initiative, they needed support to create leader-led learning tools that would help the values feel clear, relevant, and actionable in day-to-day work.

Without those tools, there was a risk that the values rollout would feel uneven or remain too abstract, making it harder for leaders to turn the organization's values into meaningful team conversations and everyday behaviours.

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WHAT WE DID

We partnered with the People and Culture team to create a package of leader-ready resources for three separate values-related topics. Using their content and templates, we designed practical materials that leaders could use in short, 10 to 15 minute team learning moments. This package included:

- leader quick guides
- PowerPoint decks
- reflection worksheets
- short videos based on guest speaker content

Our role was to translate the bigger ideas from the values campaign into practical leader conversations. We helped create consistency across all three topics, connected the values to day-to-day team behaviour, and made it easier for leaders to facilitate meaningful discussions in the flow of work.



THE IMPACT

The organization was able to meet key deadlines and stay on track with the larger culture initiative. Leaders had ready-to-use tools that supported meaningful team conversations without adding more design work to the internal culture team's plate.

The materials also helped keep messaging consistent across topics and gave teams a clearer way to connect the new values to everyday behaviours. This allowed the People and Culture team to stay focused on the broader rollout while still equipping leaders with practical resources they could use right away.



WHY IT MATTERS

During organizational change, values need to be more than words on a page. They need to be discussed, interpreted, and reinforced in daily work. This project helped turn the organization's values into something leaders could actively use with their teams, rather than something employees only encountered through top-down communications.

When teams are growing, integrating, or evolving, leaders need practical tools to reinforce culture consistently and help values show up in everyday interactions. By creating a repeatable package of leader-led tools, the organization was better positioned to reinforce its values during a period of change and support more consistent culture conversations across teams.



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LET'S BUILD SOMETHING TOGETHER

Ready to make your learning experiences more effective, scalable, and engaging?

Whether you're looking to shift culture, launch new training, or elevate the quality of your content, we can help you build something that works and lasts.

Let's talk about your goals and how we can support your team. email us at hello@workwisedesign.com or book a free consultation.

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