



BBC

The issue	The organisation had initiated significant change involving the development and launch of new services (e.g. News24 and Digital channels) Directors and Senior Executives were finding it difficult to effectively sponsor the change. The organisation structure, culture and processes were not suitable for accepting the results of the changes being developed.
Previous attempted solutions	Significant management time had been spent internally to resolve the issues including an audit by an external consultancy
Pentacle solution	A Masterclass and Workshop on effective Change Ownership for the top team including Director General and Programme Directors followed by phone coaching and adoption of change management processes and disciplines. Project management training and coaching for key project leaders
Results	Successful launches of all new channels, web based services and acceptance within the organisation