

A Story of Transformational Achievement

Industry: Oil and Gas

Challenge: A legacy culture at odds with business goals

SHIFT Tools: Align, Habit, Perspective



100%

Increase in company wide tool adoption rate in 6 months

10%

Increase in transformation activation through the use of SHIFT

1000+

Perspective exercises completed in months 3-6

The Result:

Widespread, measurable and sustained adoption of new culture across the organization, contributing to a better workplace and tight alignment with new business goals

🔧 The Opportunity:

Our client (a Fortune 50 and top ten oil and gas company) realized that the culture that served them well in the past, was not the one that would allow them to evolve and maintain their competitive position in a changing market.

They embarked on a journey of cultural transformation. Recognizing the complexity and magnitude of transforming the culture of a legacy company, they used SHIFT's tools to guide managers and employees to adopt new ways of working.

⚙️ The Solution:

SHIFT translated enterprise goals into clear and compelling cultural pillars that encouraged employees to:

1. **Push decisions down to those employees closest to customers**
2. **Look outside for expertise**
3. **Adopt agile practices and prioritize rapid responses to customers**

SHIFT's client success leaders brought these cultural pillars to life through our whitelabel platform.

This included customizing, testing, iterating, and launching a custom Align exercise for managers to voice their opinions regarding the importance, prioritization, and adoption of the new cultural elements.

Our client saw rapid adoption of SHIFT's tools, reaching targeted activation levels six months ahead of plan. During this rollout, this company realized immediate benefits including widespread socialization of the desired culture, mobilized employees adopting new behaviors, and managers seeing where uptake required additional support and attention.

SHIFT is now embedded in ongoing training programs and the leadership team's managerial practices to support the maintenance of the change program. **In just six months, SHIFT enabled this oil and gas giant to bridge the gap to the future, improving culture and overall team effectiveness.**

Explore SHIFT's tools:

+ Align
by SHIFT

Unlock what's holding a team back with our patented diagnostic tool

🔧 Perspective
by SHIFT

Understand team dynamics by identifying and exploring individual working styles

📊 My360
by SHIFT

Be the leader your team needs now by soliciting simple, timely and team-specific feedback

✓ Habit
by SHIFT

Transform the way you and your team work by setting structured personal commitments