

CHANGESMITH

organizational change | culture management | leadership development



Exclusively focused on
our clients' ability
to improve...

The more people enjoy
what they do, the
better they'll be
able to do it.

“Every single employee is someone’s son or daughter. Like a parent, a leader of a company is responsible for people’s lives.” - adapted from Leaders Eat Last

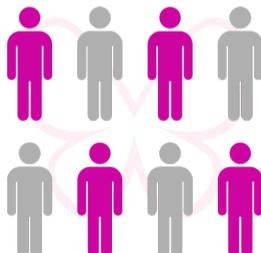
We create purpose-driven client solutions through the lenses of organizational change, culture management, and leadership development. The result is a remarkable people experience that enables improved performance and increased customer satisfaction, and drives better business results.

ChangeSmith helps you [#practiceculture](#)



Organizational Change

Business success is defined by the capacity to readily change mindsets and behaviors



Culture Management

The most common reason for underperforming organizations is bad culture



Leadership Development

Start with strengthening, protecting, and enabling people... then manage the business

How does ChangeSmith enable a remarkable people experience?

We observe people. We consider behaviors. We offer insights.

And we ask a lot of questions.

- ✦ How well do people *share* your purpose?
- ✦ Are people *passionate* about their work?
- ✦ Is your organization encouraging the *right* behaviors?
- ✦ Are strategy and culture *aligned*?
- ✦ Are you *building change capacity* or reacting?
- ✦ Are you collecting people or *building teams*?
- ✦ Are you measuring the *right* things?
- ✦ Can your team manage *trust, conflict, commitment, & accountability*?
- ✦ Are anticipated results *realistic* and within your control?
- ✦ What does "winning" *really* look like?



Chris Smith is a culture evangelist - a consulting executive of 20 years who recognizes that leaders who prioritize the experience achieve more consistently positive outcomes than those who try to win the game.

In ChangeSmith, we have the capability to encourage leaders to enable a purpose-driven, remarkable people experience. The outcome - people self-motivate to perform at higher levels, and your business wins.

Prior to founding ChangeSmith, Chris was a leader at PwC and Booz Allen. Educated at Williams College, Georgetown, and UVA, Chris sits on the boards of the ACMP-DC and the Juliet Grace Smith Foundation. His family resides in Arlington, VA.

Speaking engagements by request.

"ChangeSmith is my culture conscience..."
- SVP HR, ChangeSmith client



"Business or work units that score in the top quartile of their organization in employee engagement have nearly double the odds of success. Simply put, engaged employees produce better business outcomes than other employees." - Gallup, 2017

What can leaders & organizations expect from ChangeSmith?

We advise, coach, and facilitate as you:

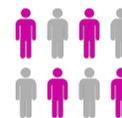
- ✦ Evaluate and build capacity for sustainable change
- ✦ Promote behaviors consistent with mitigating change resistance
- ✦ Develop an organization structure that accommodates how you work
- ✦ Optimize performance management and incentives
- ✦ Plan for a talent pipeline with the right skills and values

Organizational Change



- ✦ Identify and communicate your authentic shared purpose
- ✦ Deliver a remarkable internal and external people experience
- ✦ Drive behaviors that enable collaboration and innovation
- ✦ Align your culture to your business strategy
- ✦ Measure the behaviors that makes sense for your unique organization

Culture Management

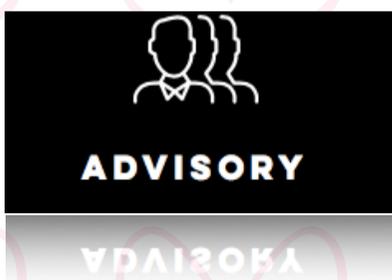


- ✦ Put people first
- ✦ Embrace a leader-learning culture
- ✦ Align operations to aspirations
- ✦ Control what you can control by competing with you
- ✦ Build trust, master conflict, achieve commitment, embrace accountability, & focus on results

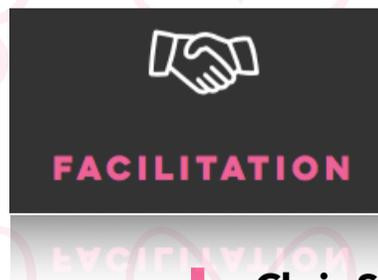
Leadership Development



We #practiceculture through the following capabilities:



ADVISORY



FACILITATION



COACHING

CHANGESMITH 
change better

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