



# **Service Description**

Transformation and Change Management

Verbena Digital Ltd

April 2024

**Contents**

Introduction .....2

Summary service description .....2

Service features .....2

Service benefits .....2

Service definition.....3

Values and behaviours .....4

## **Introduction**

Verbena Digital are a team of high calibre specialists, each of whom brings deep expertise and specialise in different types of Project, Programme and Portfolio Management. The team has worked extensively in the public sector including at Defra, Home Office, MoJ, DWP, Local Government and within the Health System with GPs; CCGs; Mental Health and Foundation Trusts; Department of Health, NHS England and NHS Digital. One Director is a Non-Executive Director for a Community Health Trust and we bring experience of working with practitioners, specialists, technicians and the Senior Leadership Team. We are a small company with a global mindset, big ambitions, an empowering culture and are passionate about helping organisations achieve results at an affordable cost.

## **Summary service description**

Verbena Digital provides transformation and change management services, focused on supporting the delivery of complex transformations and achieving future state organisation. We focus on championing new ways of working and enabling staff buy-in. Our credibility is built from successful delivery to put you on the front foot of transformational change.

## **Service features**

- Business Transformation strategy and change programme management.
- Stakeholder engagement and communications plans.
- Defining the as-is state prior to organisation transformation.
- Defining the to-be state of organisation transformation.
- Change leadership and management.
- Supporting, guiding and mentoring through the organisation transformation process.
- Change management at Project, Programme, Portfolio or Enterprise levels
- Standard and custom reporting.
- Benefits identification and management.
- Working as a blended team to deliver the change

## **Service benefits**

- Help manage complex relationship and build collaborative working.
- Reduced risk during organisation transformation.
- Experienced specialists adding value and delivering results.
- Improve transformation delivery confidence, visibility and decision-making.
- Able to blend and select appropriate tools and methods.
- Reduce organisation transformation costs.
- Support transition to the future (to-be) operating model.
- Stakeholder engagement throughout the change journey to shape sustainable outcomes.
- Transformation risks managed and mitigated to reduce impact on delivery.
- Skills transfer to your teams ahead of contract completion

## Service definition

Helping you define and manage the transformation journey in your organisation

We provide a transformation and change management service that will:

- Bring experience and insight to change programmes to ensure that the change is embedded, and the benefits are realised: We have been providing client-side support for the delivery of high-profile, public sector transformational activities for many years.
- We will keep you permanently on the front foot: Our approach will be to engage early on key activities and risk areas, particularly securing and working effectively with supplier partners and other stakeholders. This helps shape a smooth-running change activity ensuring that you meet your objectives and effect long-term transformation.
- We will work as part of your organisation: Our team will embed ourselves within the existing organisation structure, working shoulder to shoulder with you and your suppliers and transferring skills to your staff. We aim to create a culture that motivates individuals and therefore improves team performance and enables change.
- We will flex our resourcing, bringing in expertise to support the needs of the transformational change: Bringing knowledge and skills at the right time to focus on the key activities, transferring skills appropriately to your staff. We can also draw upon our wider expertise and connect you with our other clients who face similar challenges.
- We will help you to plan a transition to the to-be state that does not disrupt business as usual: Having worked on a number of high-profile transformations, we will actively work with you to shape the change approach. We will maintain pace, but also control, not overlooking critical aspects of contractual management.

Our pragmatic, agile and 'can do' approach means that we manage reality, not just a plan.

We act as a true partner, providing the expert support you need to manage projects, programmes and portfolios.

## Values and behaviours

To enable your programmes to deliver, our approach is underpinned by the following values and behaviours that we live and breathe:

- **Benefit focus** – we look at identifying and delivering benefits by focusing on it throughout the programme lifecycle, and constantly challenging how well aligned the programme or project goals are to the strategy of the organisation and the benefits of the change.
- **Collaboration** – we will promote shared understanding by all those involved in the programme, through clear communication with stakeholders and we will work alongside you in a blended team.
- **Integrity** – we will act with integrity, enabling sustainable relationships to be built based on trust. We will deal with issues consistently and in a timely manner, respecting different perspectives and taking personal ownership for delivering our promises
- **Delivery** – we will bring energy to drive delivery of change programmes through passion and decisive action. This process is aided by enabling your team to gain increased confidence in driving delivery and achieving results.