Crown
Commercial
Service

Transformation business case

G-Cloud 15 service definition

Healthia®

Transformation business case

Align your stakeholders. Build internal momentum. User-first strategy that's ready to act on.

What it is

When transformation feels slow or fragmented, it's often due to a lack of shared direction. This 4-week partnership helps leaders align on why change is needed and what good looks like - rooted in user needs, system realities and strategic ambition. Through workshops, engagement and comms support, we co-create a strategy that gets people moving together.

What we do

- **Stakeholder engagement -** Interviews and alignment with leaders, staff and partners
- **Collaborative workshops -** Define service principles, priorities and what good looks like
- **Decision-making support** - Develop clear frameworks to guide future decisions
- **Communication assets -** Create simple, compelling materials to share the strategy

What you get

- **Shared vision** - grounded in user needs and system context
- **Design and transformation principles** - to guide delivery without constant rework
- **Decision framework** - to help teams align and act with confidence
- **Comms assets** - to build buy-in across teams and stakeholders

Who it's for

- **Executive teams** shaping the future of services or organisations
- **Programme and transformation leads** needing clarity and commitment to move forward

Why it works

- Aligns **people, purpose and priorities** before delivery begins
- Translates ambition into a **clear, shareable story**
- Builds **momentum and legitimacy**, not just another strategy deck
- Gives leaders **tools to lead**, not just insight to reflect on

What you'll walk away with

- A strategy your team can believe in
- Clear principles to guide delivery
- Assets that support comms, business cases and internal alignment
- A stronger foundation for lasting change