

# How do you eat an elephant?

## What to do when culture change feels overwhelming

Several culture change initiatives had been introduced in this financial services organisation, with the goal of improving various elements of the way people worked and behaved.

## All change, please

It was clear to employees that change was expected of them. However, it wasn't always clear how. There were commendable efforts to reduce bureaucracy, be more efficient and improve customer service. But many employees were faced with working on all these things at once, making it hard to see the tangible changes.

We needed to break it down into bitesize pieces.

## Just one small change

We posed the question: "What one small change can you commit to, which will nudge us closer to achieving our goals?" This did two things:

- It helped people to see how seemingly small everyday actions, such as accepting unnecessary meetings or not taking time to think creatively, made all the difference; and
- It put the responsibility onto individuals to make a change, rather than expecting a project team to 'deliver' a new culture.

## Results

The strength of this campaign showed in how it started to appear unprompted in communications across the organisation. People adopted the term 'one small change' as their own.

From telephony teams to the finance department. From senior leaders making their own #onesmallchange commitments to one team using it in their diversity and inclusion activity, it quickly became part of the language and way of doing things.

Specifically when introducing new tools, personally I quite like the sort of buzz created by things like #onesmallchange . There's always someone who finds a really neat way of using a new tool that nobody else thought of.

👍 UNLIKE ↩️ REPLY ↩️ SHARE ...

Resonates really well with the evolving ways of working and #onesmallchange movements - really powerful stuff 🙌👍

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## **Working with Jamity Communications**

I help organisations to adopt new communication techniques that improve overall effectiveness, allowing them to engage and influence the audiences that matter most.

If you don't have the in-house communications expertise you need, email [jo@jamity.co.uk](mailto:jo@jamity.co.uk).

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