The power team, diverse in discipline, gender and nationality, embarked on an all-inclusive grass roots approach in defining agility as the cultural priority to drive systemic cultural change to unlock future growth. They also publicised a simple and clear organisational strategy in form of a mantra; be bold, be curious and be connected to signpost the behavioural expectations of its leaders to embed the change. They organised leadership experiential events, distributed tool kits in trust, empowerment and process, and piloted new ways of working and measured progress. This has so far led to an increase in the organisation’s agility index and contributed to an increase in product innovation and engagement levels.

What makes this work stand out is that it applies a people driven approach, proceeding from problem to emerging benefits, using a compelling combination of employee voice and hard metrics. The use of diverse power teams to land change for themselves and with their peers is a good example of “Dynamic OD”.

“The power team took ownership and leadership to drive a cultural change through our European business. Coming from a diverse group of business and HR leaders who stepped out of their comfort zone to deliver this project.”— Samantha Thomas Berry, VP HR, Kellogg