

EMPOWER PEOPLE THROUGH CHANGE

Change management in a large organization can feel like trying to turn the Titanic. But for modern organizations that prioritize and regularly reinforce their employment brand, it's more like a hot knife through butter.

WHEN CULTURE IS STRATEGY, ANYTHING IS POSSIBLE

25,000 employees strong, Texas Health Resources is North Texas' 3rd largest employer. In a rapidly changing category, with fierce competition, it's incredibly important they speak to their team members clearly and with purpose.



To empower their people, Texas Health's leaders also need assistance to articulate the organization's vision through the lens of the initiatives that give it meaning and texture.

EMPLOYMENT BRANDING

For anyone at Texas Health who has ever questioned their significance to the strategy, this employment brand campaign has the answer.

"The Way Forward is You" reinforces for employees that the change isn't going to come from the category, the patient, or the competition. It's going to come from within.



EXECUTIVE COMMUNICATIONS TRAINING

To activate this employment brand, Texas Health's leaders had to become thought leaders. The idea was simply too big to live on break room posters alone.

Employees needed to see their leadership team take the stage in order to communicate their ideas with confidence and poise. So five executives underwent storytelling and presentation training to become not only the message, but the strongest medium possible for their initiatives.

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"We breathed life into strategy through creative and intentional storytelling. I am proud. I am grateful. I am blessed to work alongside the team that is transforming how we communicate at Texas Health."

- Deena McAllister, SVP, Brand Experience