



Developing Leaders Through HR Strategies

HR Specialty Consulting Services

Change Management for Digital Transformation

The Benefits

- Faster, more confident adoption of new systems and processes
- Stronger leadership alignment and communication
- Reduced resistance and disruption
- Increased employee engagement and trust
- Sustained behavioral and cultural change post implementation

For more information, please contact:
lauraco@crothershrconsulting.com
(973) 917-8400

Empowering People to Embrace What's Next.



At Crothers Consulting, we help organizations translate bold technology and process changes into lasting human adoption. Our integrated approach combines HR strategy, leadership alignment, stakeholder readiness assessments, an impactful communications strategy and practical training so that every innovation isn't just implemented, it's embraced and sustained.

We partner with you throughout the journey, from defining the vision and business case for change to embedding new habits, *customizing* our approach to your organization's goals, culture, and pace of change.

Who Benefits Most

- Companies launching a digital transformation or systems implementation
- Organizations facing structural, cultural, or process change
- Leadership teams seeking to align people strategy with innovation
- Company leadership, HR and/or project leaders who want a “people-first” transformation partner

“*Every transformation affects people and culture. Digital transformations can have a “10X” impact.*

BCG

Don't Just Manage Change, Build Sustainable Change.



- ✓ **Define a Clear Change Vision:** We clarify what's changing, what's staying the same, and how success connects to business goals.
- ✓ **Visible & Active Leadership:** We equip leaders with communication tools and accountability practices to champion change visibly and consistently.
- ✓ **Assess Organizational Readiness:** We identify how ready your people and culture are for change through surveys, interviews, and readiness mapping.
- ✓ **Develop a Comprehensive Change & Communication Plan:** We craft a roadmap for clear, consistent communication using feedback loops, and pulse checks.
- ✓ **Build Capability with Training & Enablement:** We design customized training to close skill gaps and strengthen digital confidence.
- ✓ **Manage Resistance & Reinforce New Behaviors:** Leaders learn how to recognize and reward the right behaviors.
- ✓ **Measure, Adapt & Sustain:** We track adoption, satisfaction, and performance improvements, adapting the strategy as change unfolds.

Why Crothers Consulting?

When it comes to Change Management, Crothers Consulting is the partner you can trust. With over 15 years of experience, a people-first philosophy, and a proven track record of delivering strategic, scalable solutions, we don't just understand HR, we understand business.

Ready to strengthen your digital transformation?

lauraco@crothershrconsulting.com

(973) 917-8400

[**www.crothershrconsulting.com**](http://www.crothershrconsulting.com)