



Corporate Communications 360: Internal, external, data, and beyond

The bottom line: Corporate communications
influence on the sales function

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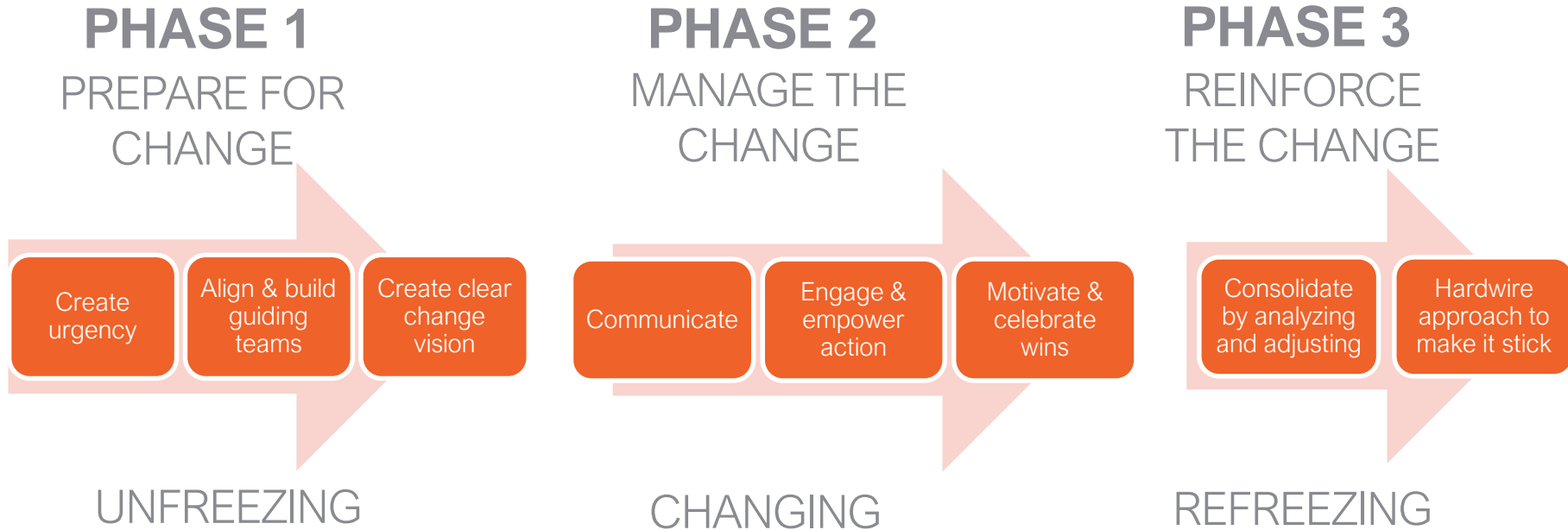
June 20, 2018

(One) Change Approach



3

Change Management Process



Overlay of Prosci, Kotter, Lewin



Case Study #1

Thaw a **deep, deep freeze**



01

Identify key stakeholders, thought leaders & holdouts



02

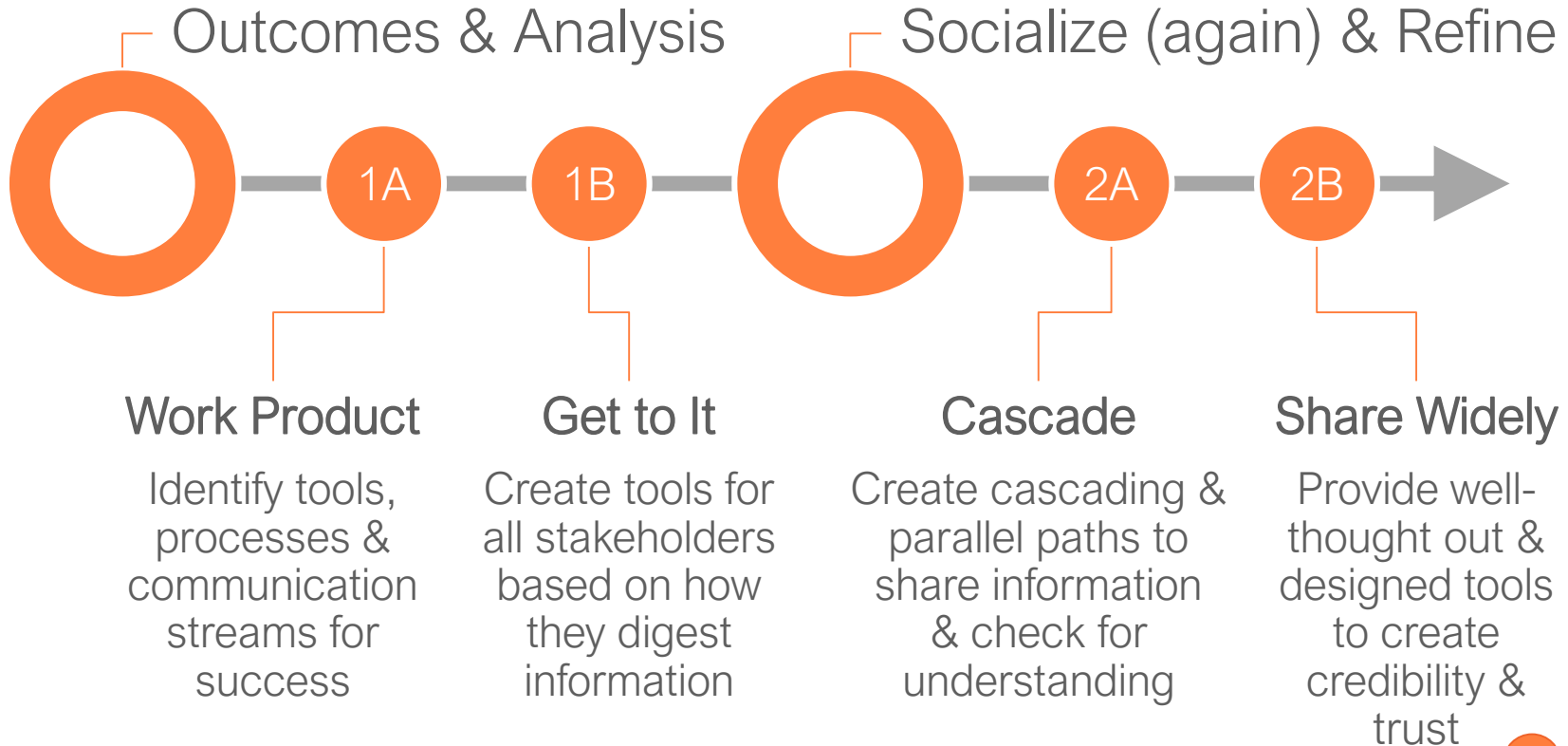
Give them something to react to while being open to real input



03

Socialize the shared vision among broader groups

Empower the Working Group to Get to Work



Why do we need to change?
What do employees need to learn about branding to be better ambassadors for marketing and sales? How do our corporate values drive our sales messaging? What barriers prevent stronger engagement within sales teams?

UNFREEZE

What is working among current clients? What do we need to know, accommodate, change in the way we sell?

UNFREEZE

How can leadership support the change they want to see?
How do we sell the change?

UNFREEZE, CHANGE,
RE-FREEZE

What procedures and training needs to change internally to match our customers' values and create a better customer experience?

CHANGE

What skillsets do our teams need to help us pivot to a stronger sales culture and better tell our story?

CHANGE

How do employees need to change the way they position our products and services?

CHANGE

Case Study #2



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