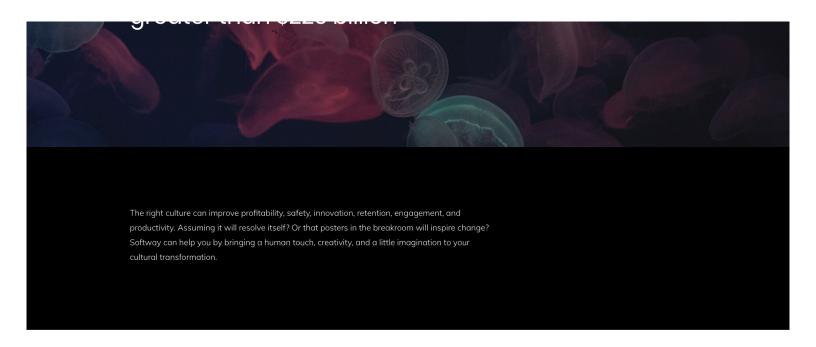
Changing workplace culture for good.



Toxic and dormant cultures hurt business performance.

As an agency with a focus on business-to-employee relations, we handle big and small change across an enterprise. We believe that change management and internal communications can and should feel more human. So we build and create the campaigns, initiatives, and content that help the humans you value adopt, adapt, and perform in transformation—digital, cultural, and agile.

Toxic workplace cultures have — driven 20% of U.S. employees out of their jobs in the past five years — at a turnover cost areater than \$223 billion



Culture services

Softway sees change from a human lens and modifies process to meet their needs without losing sight of the outcomes expected. We've worked within global companies to unite culture and sustain change through our services.



Change strategy

Good change management starts with informed planning and strategy. We favor lean and agile methods to ensure change tactics adapt to the pace of transformation. Softway builds custom change management strategies fit for purpose that include the following:

- Assessments & benchmarking
- Goal definition
- Change management framework (custom)
- --- Change management protocols
- Future visioning
- --- Feedback loops
- --- Measurement

Internal communications

Employee engagement within change management can be challenging for business, especially within culture transformation. Softway's strategists, artists, and technologists come together to deliver creative and compelling communication plans to engage the humans in your business with the change management strategy.

- Personas and audience insights
- Communications roadmap
- Tools and resources to empower stakeholders (leaders, change networks, middle managers)
- Content (videos, articles, email campaigns, intranet websites, posters, presentations)



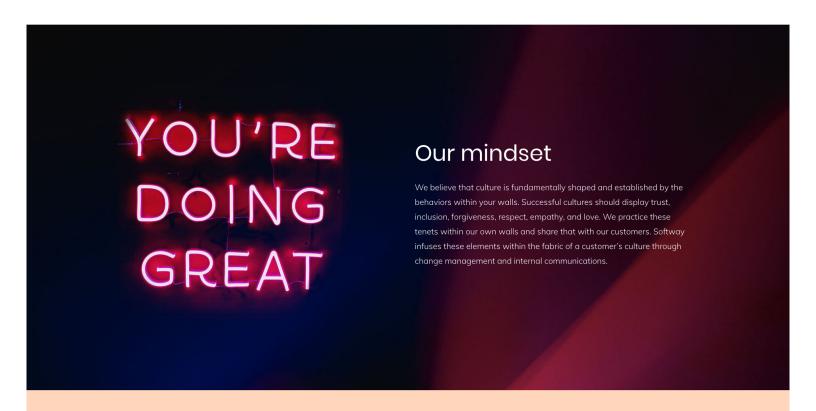




Seneca

The catalyst for culture change starts with behaviors. Whether a leader or not, everyone in an organization should be aware of how their behaviors, mindsets, and attitudes impact others and the performance of individual and team commitment to culture transformation.

Learn more about Seneca



Culture change is complicated. We are not. Reach out for our human perspective on your transformation.

Good humans. Better business.SM

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Bringing humanity backsm

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