

# Our Stories Our Clients



Make your next big change project a success

## JPMorgan Asset Management Change Workshops

### **The Client:**

JPMorgan Asset Management - a leading global investment manager that delivers financial expertise to governments, corporations, endowments, foundations and individuals worldwide.

### **The Challenge:**

A break-through new brand image had been created for the JPMorgan / Bank One merger. Senior leadership realized that the new brand strategy had to be deeply understood and fully embraced internally in order for the investment to pay off in the marketplace.

### **The ImprovEdge Solution:**

Together with marketing strategist, Method Inc., ImprovEdge built internal workshops that explained how the new brand was created, its strength and personality, and how it could impact work and daily life at JPMorgan Asset Management. The workshops wove content with activities to create a fun, positive learning experience that also allowed workgroups to brainstorm and plan goals for the year based on the new corporate strategy. The workshops were rolled out to over 30 workgroups in New York and Columbus, Ohio.

### **How The Solution can Work for You:**

Change is hard. Mergers, new corporate strategies, and ground-breaking projects can create anxiety internally. By clearly communicating why the change has happened and where the company is going in a fun, positive environment, a corporation can empower and enlighten its employees. With strong internal support, external clients and customers are certain to benefit. Let ImprovEdge make your next big change a success.