



Change Management

We prioritize the human experience of change.

THOUGHTFUL ACTION. TANGIBLE RESULTS.



GUNTERGROUP.COM



LET US HELP YOU SUCCEED.



Every Initiative Needs Change Management



At TGG, change management exists on a spectrum of rigor and depth from full-scale organizational change engagements to everyday consulting work.

Our approach:

- **Embedded in Every Project** – Change is not separate work—it's how the work succeeds.
- **Human-Centered** – Every consultant is trained to lead with empathy, anticipate resistance, and guide people through transitions.
- **Right-sized support** – From light-touch tools to enterprise-wide programs, we scale our approach to match your organization's culture, needs, and readiness.

Organizations often fail at change not because the plan is wrong, but because the human side is overlooked. We put people at the center so adoption sticks and impact lasts.

Why Change Efforts Fail

Change often begins with strong intent and clear objectives, but cracks appear once people are asked to adapt. Teams can feel uncertain, communication may falter, and resistance starts to grow. These familiar patterns quietly erode momentum and prevent organizations from achieving their goals.



EQUIPPED WITH A CHANGE MINDSET.

Organizations often:

- ➔ Assign change management to internal leaders who lack the time or expertise
- ➔ Engage rigid consultants who push frameworks without adapting to context
- ➔ Introduce change management planning too late in the project lifecycle, making it difficult for the team to navigate the transition effectively

This results in:

- ➔ Misalignment across leadership
- ➔ Resistance from impacted teams
- ➔ Employee disengagement
- ➔ Delays, cost overruns, and missed objectives

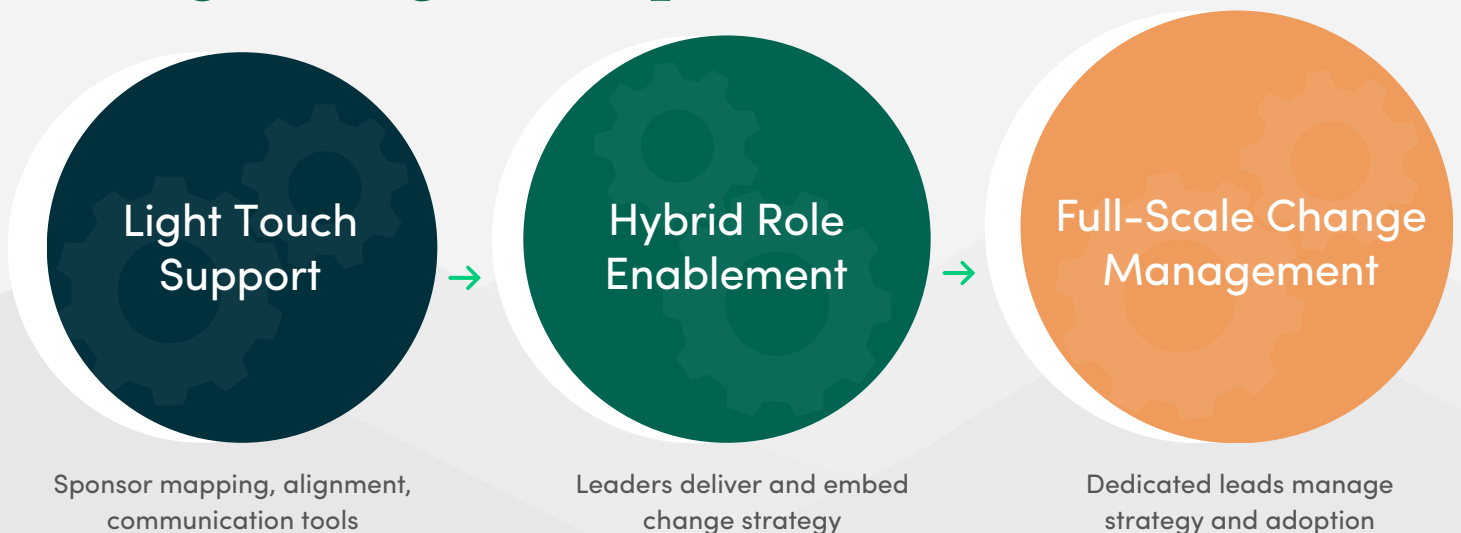
A Flexible Spectrum of Change Management



TGG operates across a spectrum ranging from light-touch tools to full-scale, structured change management programs. What makes us unique is that every consultant, regardless of title, is equipped with a change mindset and able to apply it within their work. This flexibility allows us to meet clients where they are, tailoring the right approach to fit each organization's culture, needs, and readiness.

- ➔ **Light-Touch Support:** In lighter change efforts, we embed simple but effective tools into delivery work. This often includes sponsor mapping, stakeholder alignment, and communication templates that keep people informed and engaged without adding unnecessary structure.
- ➔ **Hybrid Role Enablement:** In a hybrid approach, leaders balance delivery responsibilities with embedded change strategy. Our consultants guide this work by facilitating stakeholder consultation, coordinating onboarding and training, and ensuring alignment across teams and functions.
- ➔ **Full-Scale Change Management:** For enterprise-level initiatives, we provide dedicated change leads to manage the full program. This includes strategy, communications, readiness assessments, and behavior reinforcement plans designed to drive adoption and lasting impact.

Change Management Spectrum



Change Management Framework in Action

TGG is methodology aware but not methodology bound. We use frameworks like Prosci, Change Accelerator, and our proprietary Assess > Align > Activate model to guide our approach. We start with a point of view, apply the right toolset, and flex to meet the client's context, culture, and readiness.



Regional Healthcare Organization

Tool-based, light touch change support.

- **Type of Change:** Operational initiatives with stakeholder coordination and communication.
- **Consultant Role:** Change activities were embedded into delivery responsibilities—no formal OCM title.
- **Tools Used:** Sponsor mapping, stakeholder management activities, and communication templates.



Global Footwear & Apparel Company

Hybrid/dual role enablement.

- **Type of Change:** Enterprise-wide rollout of a shared resource hub supported by onboarding and governance.
- **Consultant Role:** Dual role leaders led both project delivery and embedded change strategy.
- **Tools Used:** Stakeholder consultation and alignment sessions, internal/external onboarding and training coordination, legal/comms alignment strategy, and post launch governance.



Global Consumer Goods Manufacturer

Full-scale organizational change management.

- **Type of Change:** Enterprise ERP system transformation impacting more than 20,000 employees across global business units.
- **Consultant Role:** Dedicated change leads managed strategy, communications, stakeholder alignment, and behavior reinforcement.
- **Tools Used:** Stakeholder impact analysis, change readiness assessments, communications content strategy, change dashboards, feedback loops, and reinforcement plans.



Why This Approach Works

We bring right-sized structure

- ➔ We never force a model, but we always lead with a point of view.
- ➔ We scale our methods to fit client need and maturity.
- ➔ We balance tools and frameworks with empathy, clarity, and collaboration.
- ➔ Our consultants know how to engage hearts and minds whether managing a multi-million dollar ERP rollout or onboarding teams to a new process.

We care for the human experience

- ➔ Consultants who are emotionally intelligent, not robotic.
- ➔ Guidance that is structured, not rigid.
- ➔ Engagements that are tailored, not templated.
- ➔ Outcomes that are business aligned and people centered.
- ➔ We're not Big Four. We're not staff aug. We're the just right mix of structure, partnership, and impact.

Partner With Us to Lead Change Successfully



Just exploring?

Join a TGG-hosted roundtable on change strategy to learn more.



Facing a challenge?

Book a complimentary change readiness assessment.



Ready to move?

Schedule a scoping session with a TGG change leader today.



Matt Bader, Managing Partner

As Managing Partner at The Gunter Group, Matt brings 20 plus years of experience leading enterprise transformation and organizational change. He partners with executive teams to align strategy, strengthen leadership sponsorship, and drive sustainable adoption across complex initiatives.

Matt has led major initiatives across retail, education, insurance and financial services, and professional services. He holds a B.S. in Business Management from the U.S. Air Force Academy and certifications in agile, program management, and process improvement.

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Jenna Train, Principal, People Practice Leader

As Principal and People Practice Leader at The Gunter Group, Jenna brings 20 plus years of experience leading enterprise transformation and organizational change. She partners with executive teams to shape change strategy, align stakeholders, and drive sustainable adoption across complex, high impact initiatives.

Jenna has led large scale transformation efforts across retail, healthcare, technology, and consumer goods, building change practices and guiding organizations through digital enablement and operating model shifts. She holds a PROSCI Change Management Certification and a Master of Teaching from Lewis and Clark College.

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