May 2024

# PORTFOLIO

## FOR PROSPECTIVE CLIENTS OF REROUTE CONSULTING INC.

**Prepared by**

Andrew Ourique

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# **ABOUT**  Reroute Consulting Inc.

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After spending over a decade working in areas of strategic business transformation and change management, Andrew Ourique made the decision to start Reroute Consulting Inc. in August 2022 as a way to share his approach and expertise to manage large-scale transformational change.

At Reroute Consulting Inc. we are focused on helping firms manage the complexity of large-scale changes through the application of a unique and effective framework that is rooted in the notion that business, as a function of the people involved, is complex.

To manage these complexities, we use a dynamic framework for change that allows us to evolve our approach with the changing needs of the business, consumers and, most importantly, employees.

# Team and Clients

## Andrew Ourique

MBA, BSc, CSM

Andrew Ourique is an organizational change management and communication specialist having spent a decade working on large-scale business transformational initiatives leading design, implementation and sustainment efforts.

He is a Prosci® Certified Change Practitioner, Certified ScrumMaster® and holds his Master of Business Administration from Dalhousie University.

## WSP Canada Inc.
### Integration Lead

- Integration of Wood PLC E&I business to WSP
- ERP implementation
- Corporate restructure
- Communication strategy refresh

## Swimming Canada
### Change Lead

- New registration system* implementation
- New officials pathway implementation

*sportlomo

# MISSION AND VISION

Change is the one constant in the world of business. In today's interconnected, global economy, the rate of change has never been higher and yet the approach to managing change traditionally relies on static frameworks that neglect the firms most valuable assets, their people.



## Mission

At Reroute Consulting, we believe that people are the heart of every successful change. In today's fast-paced, interconnected global economy, the rate of change is unprecedented. Traditional static frameworks often overlook a firm's most valuable asset: its people. Our mission is to enhance the discipline of change management by prioritizing and supporting your people through every stage of the change process. By utilizing a dynamic and flexible framework, we help your team succeed and feel supported, enabling your firm to evolve in step with the rapid advancements in technology, consumer and employee expectations.

## Vision

To revolutionize the practice of change management by introducing a dynamic framework that prioritizes and supports employees, ensuring they are at the heart of every successful transformation.

# SERVICES

Reroute Consulting offers more than just change management services to provide you with the support you need to launch a successful change.

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## Change Management

At Reroute Consulting, we specialize in creating customized change management strategies and roadmaps. Our approach includes identifying and assessing stakeholder impacts, developing personas, and aligning leadership. We craft comprehensive training programs, establish change champion networks and develop job aids, guides, and presentations to ensure that change is effectively managed and embraced across the organization.

## Workshops & Keynotes

Our workshops and keynotes are designed to inspire and educate stakeholders on effective change management practices. These sessions are tailored to meet the specific needs of your organization, fostering a deeper understanding and commitment to the change process.

REROUTE CONSULTING INC.

# SERVICES

Reroute Consulting offers more than just change management services to provide you with the support you need to launch a successful change.

## Communications

We develop tailored communication strategies and plans to facilitate seamless change adoption. Our services include crafting email templates, corporate communications, and speaker notes. We also create engaging communication materials such as infographics, townhall presentations, websites, videos, podcasts and more to ensure clear and consistent messaging throughout the organization.

## Coaching

We offer specialized coaching for change management professionals and leaders to help them navigate and manage change within their teams and projects. Our coaching services focus on developing key skills, fostering leadership alignment, and providing ongoing support to ensure successful change implementation and adoption.

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# APPROACH

### PREPARE

At the onset, our goal is to gather as much information as possible about the context of the organization and those being impacted by the change.

### PLANNING

Based on the information collected, we identify areas of opportunities that we must solve to build a positive change culture and establish an approach to manage the change.

### PILOT

We select a group and begin testing our preliminary approach to managing the change, gathering feedback from those impacted and refining our approach until we are satisfied with the level of utilization and adoption observed.

### LAUNCH

We design our launch approach based on the findings gathered during our pilot(s) and continue monitoring performance throughout the launch phase; intervening as necessary to effectively manage the change at this increased scale.

### SUSTAINMENT

We continue to monitor performance post implementation, gathering feedback from impacted groups and continue to refine our approach as necessary over time to ensure the benefits expected continue to be realized in the long run.

# APPROACH



Click image to access eBook

**Managing the Complexity of Change:** Understanding the Connection Between Complexity and Change Management

In this eBook, "Managing the Complexity of Change," Andrew Ourique explores how traditional change management frameworks often fail to account for the complexities of human behavior. At Reroute Consulting, we emphasize a dynamic and flexible approach rooted in best-in-class research from fields like entrepreneurship, leadership, project management, agile, and social sciences. Our goal is to prioritize people, providing the support and resources needed to navigate change successfully. This eBook offers guiding principles and lessons learned, helping you adopt a "manage, not solve" mindset and effectively handle the intricacies of organizational change.



Our approach leverages best practices from well known and highly regarded standards in change and project management, including but not limited to:

- Prosci
- Lean Change
- The Lean Startup
- Agile/Scrum
- Kotter
- McKinsey & Company

# ARTIFACTS

At Reroute Consulting, we've developed several change management artifacts that we customize to meet the needs of our clients.



## Preliminary Assessments

Our preliminary assessments range from surveys, focus group sessions to one-on-one interviews to help us better understand the context of the change and the organization as a whole.



## Stakeholder Mapping

A stakeholder map is crucial in helping our team identify those impacted by the change, either directly or indirectly, where key paths of influence reside, who is likely to be our movers (early adopters), moveables (fence sitters) and immovables (against the change).



## Change Impact Assessment

The change impact assessment is a change managers blueprint. It highlights the details of what's changing and the expected impacts. If done correctly, it can save time and improve the odds of launching a successful change. If done incorrectly, it can lead to a significant amount of time wasted and minimal value to the project. Here at Reroute Consulting, we've developed a unique template to capture the insights of any change in a way that generates highly valuable insights through an interactive exercise that everyone can enjoy.

# ARTIFACTS

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## Change Strategy & Change Story

The change strategy incorporates the learning from the preliminary assessments to change impact assessments and summarizes the findings into an easy to read and comprehend strategy that we will use as our guiding principles to launch the change.

## Objectives and Key Results (OKRs)

The development and monitoring of key performance metrics during the course of the pilot, launch and into the sustainment phase is the only way to ensure that the project objectives and business benefits expected are realized. In addition, the routine monitoring of these metrics provides the team with the opportunity to identify gaps early and make any necessary adjustments timely.
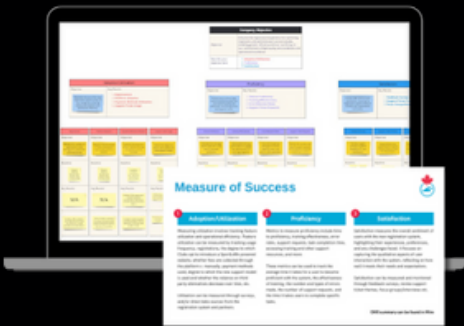
## Surveys

We use surveys for a variety of reasons before, during and after the launch of a change. We routinely survey project team members and those who will be impacted by the change to maintain a pulse on how we are progressing. Survey results are incorporated into the OKR dashboard to gauge quality and general effectiveness of implemented solutions.
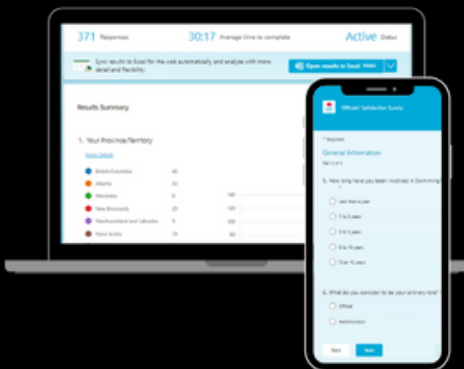
# ARTIFACTS

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## Change Plan
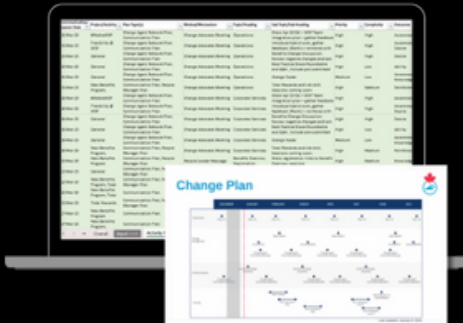
Once the strategy has been defined, we draft the preliminary plans which highlights what is happening when and by whom. The plan developed typically includes a communication, pilot, training and sustainment plan, but may also incorporate a sponsor, people manager, and change agent plan, if required.

## Kanban & Status Updates
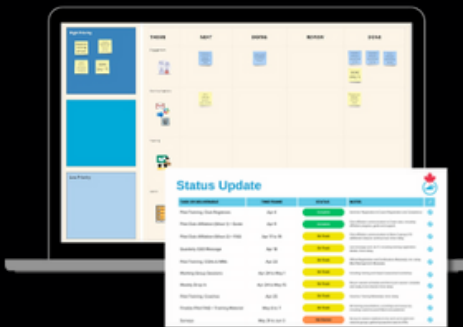
Kanban boards replace the traditional status updates to provide a real time view of the current status of the project in a quick, easy to digest visual.

## Retrospectives

Retrospectives or lessons learned activities are important throughout the project lifecycle to ensure that the team instills a continuous improvement mindset. It also helps identify roadblocks or gaps early and often, providing ample time to course correct if required.

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# PLATFORMS

We use these online tools to support our work.



## Canva

Canva is used because of its robust graphic design capabilities, enabling us to create visually engaging materials that simplify complex change processes. By using Canva, we ensure that our communications are not only clear but also visually appealing, helping to increase stakeholder engagement and support effective messaging.
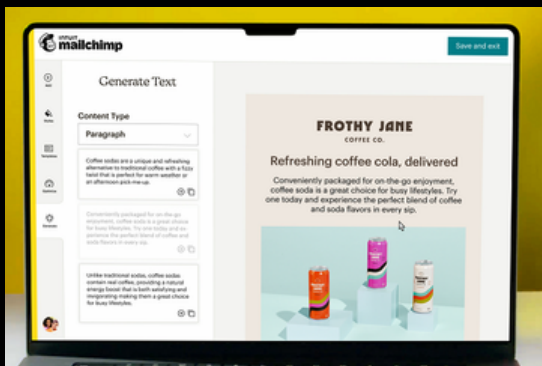


## Mailchimp

Mailchimp serves as our primary tool for email marketing and communication. Its segmentation and automation features allow us to send tailored messages to different stakeholder groups, ensuring that each recipient receives relevant information at the right time. This targeted approach helps in managing expectations and reducing resistance to change.
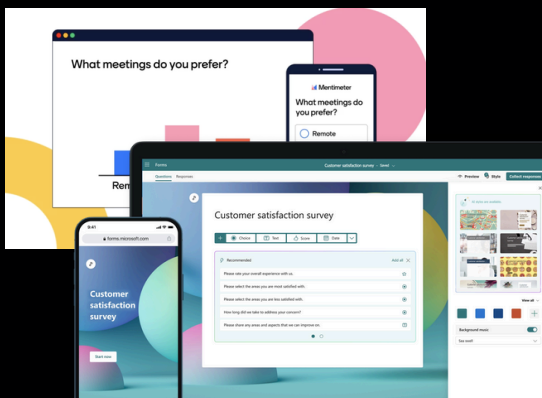


## Mentimeter & Microsoft Forms

Mentimeter and Microsoft Forms are essential for interactive meetings and workshops, allowing us to collect real-time feedback and conduct surveys. This instant engagement helps us gauge the effectiveness of the change initiatives and gather valuable insights into the stakeholders' sentiments and concerns, which are crucial for iterative improvements.

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# PLATFORMS

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## Airtable & Monday.com

Airtable and Monday.com are pivotal in our project management strategy, offering flexible and powerful tools to track tasks, deadlines, and project milestones. Their intuitive interfaces and collaborative features ensure that every team member is on the same page and that all change management activities are aligned and transparent.
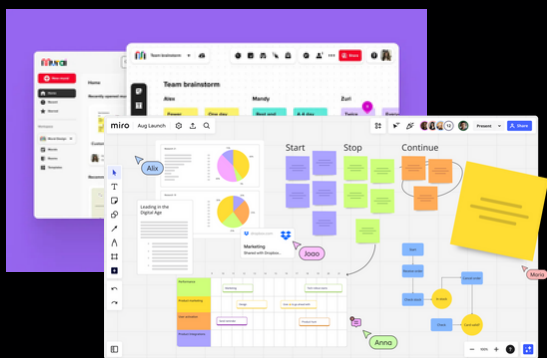


## Miro, Mural & Microsoft Whiteboard

Miro, Mural, and Microsoft Whiteboard provide dynamic, collaborative spaces for teams to brainstorm, plan, and visualize change processes. These tools support a range of templates and frameworks for strategy mapping and scenario planning, making them indispensable for workshops that require creative and collective problem-solving.
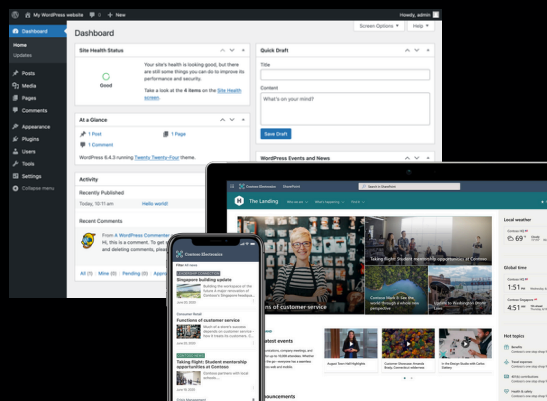


## Wordpress & Microsoft SharePoint

WordPress and Microsoft SharePoint are used to manage content and create intranet sites that serve as central hubs for change-related resources. SharePoint, in particular, integrates seamlessly with other Microsoft Office tools, enhancing our ability to share documents, manage permissions, and collaborate efficiently. WordPress allows for quick deployment of externally facing sites, helping to communicate change to broader audiences.

REROUTE CONSULTING INC.

# For inquiries,
# contact us.

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