



CHANGE ENABLEMENT | STRATEGIC COMMUNICATIONS COLLABORATIVE PARTNER

PURPOSE AND PRACTICE

Partner well, work with rigor and deliver with intention, precision, and meaning.

Youdoo sits at the intersection of strategy, communication, and creative execution, turning ambiguity into structured, engaging outcomes that align people and purpose.

WITHOUT KNOWING THE REASON, PEOPLE CAN'T COMMIT TO THE CAUSE.



SHARE | **PURPOSE**

Motivate reasons to
listen, act or change



EMPOWER | **SUPPORT**

Equip teams with the tools to
understand, adopt, and lead change.



ENCOURAGE | **REINFORCE**

Access is everything, Internal platforms,
channels and operating areas

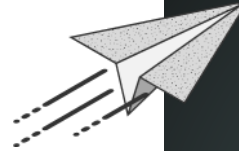


GALLUP

State of the Global Workplace Report (2024);
Gallup & Workhuman, Employee Retention
Depends on Getting Recognition Right (2024)

Only 13% of employees say
their leaders communicate
effectively during times of
change, leaving the majority
unsure of what's next

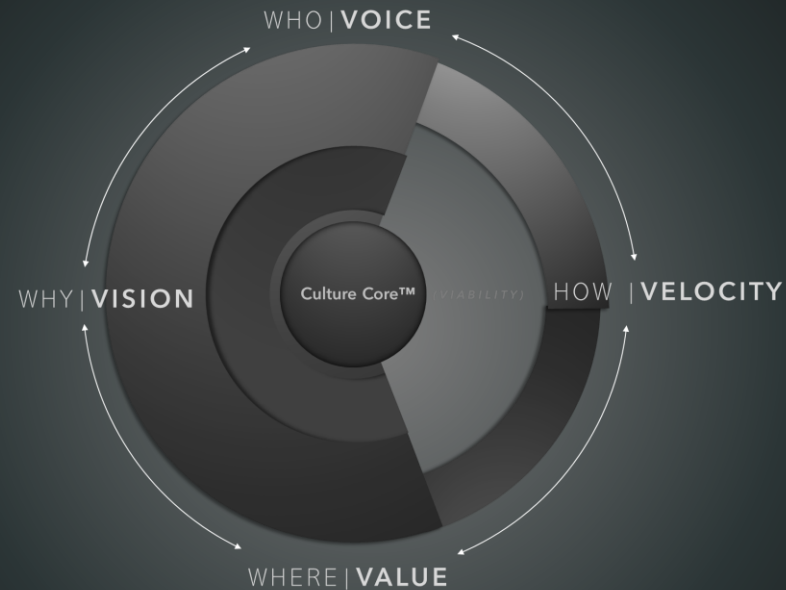
CHANGE COMMUNICATIONS



SHARE | **PURPOSE**

Motivate reasons to listen, act or change

Communication strategies should be authentic
and clear, because how people feel about the
message matters as much as the message itself.



We align employees to strategy through purpose,
timing, and tone. With clear narrative design, **multi-
format messaging**, and people-first intent

YOU DO⁹



CHANGE COMMUNICATIONS

CULTURE & CAPABILITY ENGAGEMENT

Human-centric Model for designing communication that moves people, not just messages.

Unlike traditional frameworks, Culture Core™ was built to operate at the intersection of people, platforms, and places. Without losing sight of emotion, belief, and momentum.

Used for both enterprise-wide and micro-level initiatives, this model acts as a sense-check for any message, campaign, or cultural shift.

It prompts us to ask:



Who are we talking to
and whose voice carries the message?



Why does this matter now
and what vision are we asking people to align to?



Where's the traction or tension
and how do we meet people where they are?

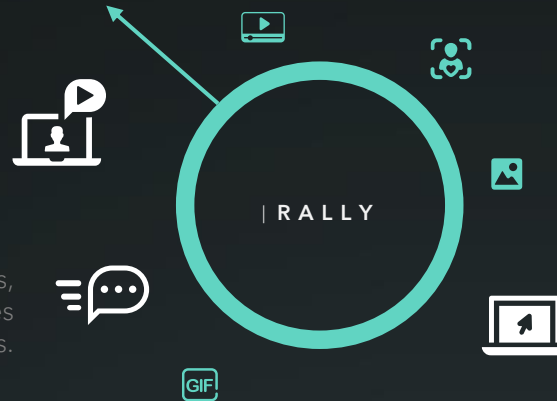


How do we move with pace
and design for momentum

Formal Channels

Executive Presentation Aids: to convey complex processes, initiatives or report on implementation status and results.

Email & Internal memos: Official updates, key announcements, and leadership messages tailored to specific audiences.



Intranet Hubs / Knowledge Portals: central source for resources, process guides, FAQs, Quick reference guides and training material

EXECUTIVE
Kick-Off webinar

CHANGE CHAMPION
Workshop

PULSE SURVEY
Listening circles

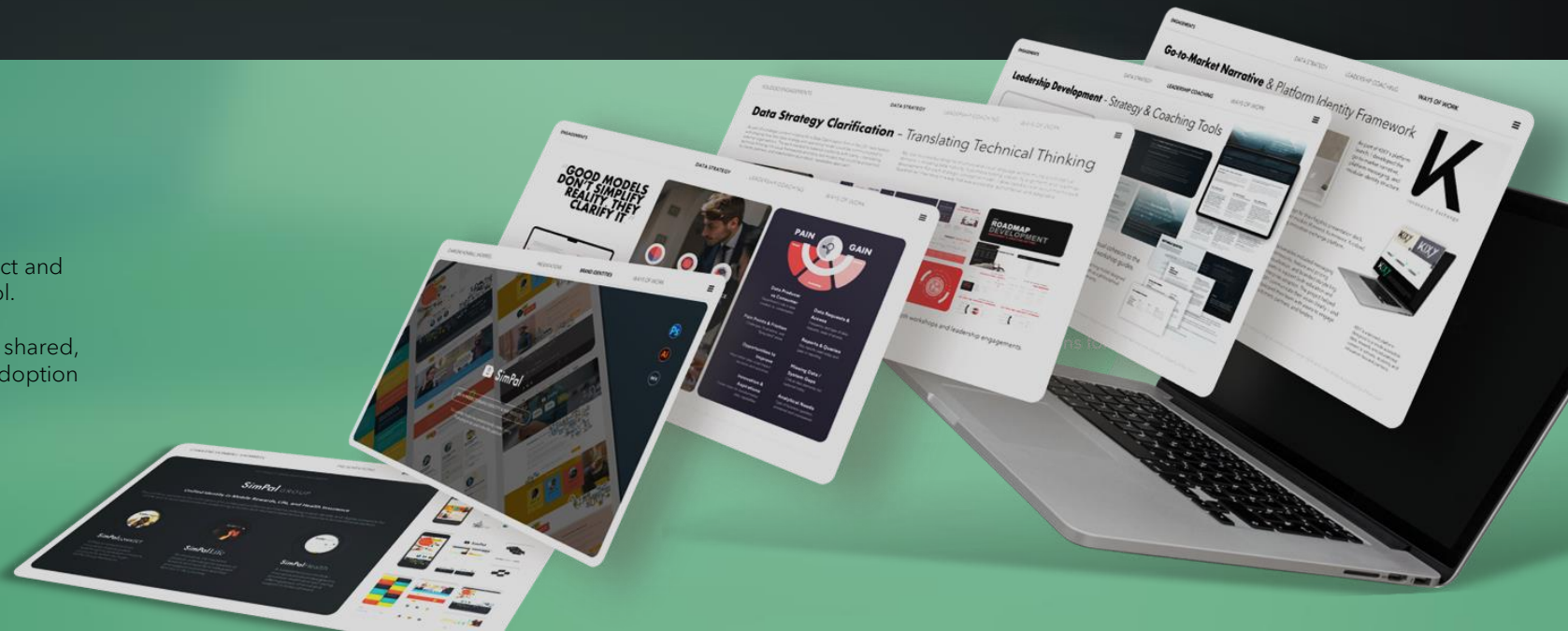
Build capability

EXECUTIVE ENGAGEMENT sessions to discuss the impact and considerations of the new process, implementation or tool.

CHANGE CHAMPION GATHERINGS where feedback is shared, concerns are addressed and motivations to support the adoption process is cemented.

PULSE SURVEYS & LISTENING CIRCLES

Short, weekly pulse surveys sent to all users to gauge confidence levels, identify blockers and uncover early-stage feedback.



**Launch / Awareness Videos:**

Professionally produced videos from leadership introducing a new initiative, outlining the “why,” and setting the tone for change.



Informative GIFs : Bite-sized content to reinforce key messages in an engaging, accessible way.

Informal Campaign Assets

Social & Recognition Content: Celebrating milestones, showcasing team stories, or prompting peer engagement across digital channels.



Impact assets: Campaign Theme & Concept Development: A unifying look-and-feel across messaging touchpoints to strengthen identity and recall.

**LIVE LEARNING**

Peer broadcasts

GROUP TALK

Open forum sessions

PEER SURVEY

Listening circles

Enable adoption

LIVE LEARNING (PEER BROADCASTS)

Short, interactive “peer-to-peer” webinars where your early adopters and subject-matter champions demo real use-cases.

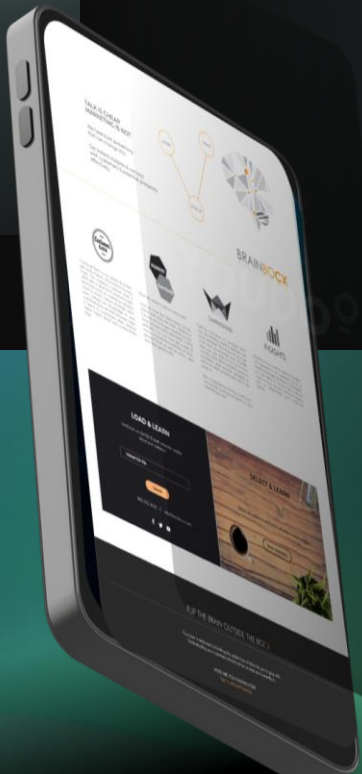
GROUP TALK (OPEN-FORUM SESSIONS)

Drop-in discussion circles where any user can share challenges, ideas or hacks in an informal setting.

PEER SURVEY (LISTENING CIRCLES)

A two-step feedback loop pairing a light pulse survey with small-group debriefs.

Employees are 147% more likely to seek out peer connections when their organisation has a strong learning culture—underscoring how social channels accelerate skill-sharing



GALLUP®

Managers drive 70% of the variance in team engagement and engaged teams adopt new ways of working far more readily.



encourage discussions and create a sense of community around the upcoming change.

Enablement



Videos and GIFs: Bite-sized, on-demand clips that bring key workflows to life in under three minutes—perfect for quick refreshers or first-time learners.



Email | posts: Periodic updates packed with practical tips, proven best practices and real-world success stories to keep your change initiative moving forward.



Toolkit and template: A curated collection of ready-to-use guides, checklists and templates enabling employees to implement the change effectively.



Guides: Concise, self-serve manuals designed for independent reference, ensuring every user can follow new processes accurately at their own pace.



Capability



Email series: Targeted mailers with interactive links, linking to little-known features and power-user success stories. To master the new process or tool.



Peer-to-Peer Learning Pods: Digital or social hubs or workshops where Small groups share tips, hacks and “how-I-did-it” demos to enhance proficiency.



Champions' Roundtables: Hosting advanced webinars or workshops for employees who seek to improve their proficiency in using the tool or process.



Live Learning: live online presentations or seminars to reach a larger audience and showcase the benefits of the change.



McKinsey Article 'How six companies are using technology and data to transform themselves'[mckinsey.com](https://www.mckinsey.com)

Embracing digital technologies can have a significant impact on **productivity**, with an average improvement ranging from **20-30%**

TECHNOLOGY ENABLEMENT



Support technology enablement through
human-first change communication

Enabling people through meaningful communication,
learning assets and leadership support

YOUDO⁹

EMPOWER | SUPPORT

Create alignment between what's
being **implemented** and what's
being **experienced**.



TECHNOLOGY ENABLEMENT

"You don't need to do everything. You need to do the right things, first."

Catalyst Core™

Catalyst Core™ is a strategic enablement framework that connects organisational systems (People, Policy, Platform, and Places) with change readiness levers (Adaptability, Accessibility, and Scalability).

It integrates the strategic direction with the practical conditions under which change must land.

Our **Enablement Framework** helps organisations translate strategic drivers into meaningful workforce action by shaping the four key enablers of change: **Policy, Platform, People, and Places.**

Whether you're introducing new technologies, redefining roles, or responding to regulatory pressure – success hinges on how clearly people understand the change, how well they're supported, and how accessible the tools and spaces around them are.



A STRUCTURED WAY TO TURN STRATEGY INTO ACTION - by - enabling people, platforms, policy, and places to work together during change.

This model helps you focus on turning these enabling domains into action by rallying teams around purpose, resourcing them with the right tools and communication, and reinforcing behaviours through access, feedback, and clarity.



THE CATALYST

This is where the process begins. The Catalyst dimension frames the organisational context – pinpointing the drivers for change, the conditions at play, and the level of readiness. It creates a shared understanding of why change is needed, ensuring that interventions are grounded in real, observed dynamics rather than assumptions. It sets direction before solutions are designed.

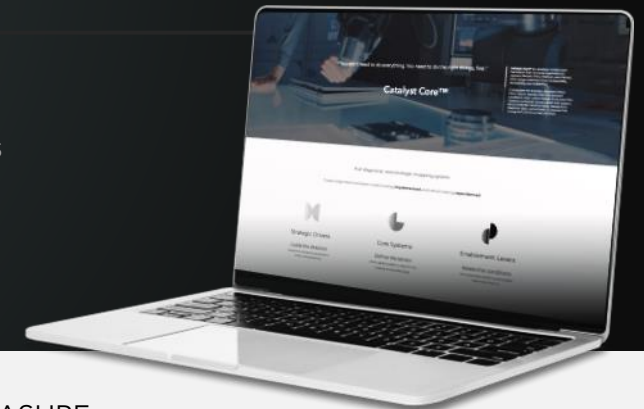
ACTIVATION

Activation translates strategic intent into shared meaning. This dimension focuses on how change is introduced, communicated, and reinforced – through leadership, language, and cultural signals. It ensures people not only understand what's happening, but see their role in it. By aligning messages with purpose and momentum with meaning, Activation builds the emotional and practical engagement needed to move change forward.

CORE SYSTEMS

This is the structural layer of the model – identifying where friction or misalignment exists across people, policy, platforms, and places. It provides a diagnostic view of what's enabling or hindering behaviour. Whether integrating a new system, scaling a process, or redesigning roles, Core Systems ensures that operational enablers support the change, not stall it.

“Exploring the Core Systems allows us to stress-test the terrain before we run the race. Each dimension gives us a lens to identify resistance, readiness, and room for momentum – so we're not pushing change uphill blind.”



CORE LEVERS

Identify the systems, processes, and policies that influence behaviour and outcomes. Through Catalyst Core™, we help organisations uncover which operational levers are driving friction—or opportunity—and how to shift them to enable aligned action across business units. Whether it's systems integration, workflow design, or procedural reform, the right levers make change stick.

STRATEGIC ANCHORS

Ground your transformation efforts in what truly matters. We guide you in surfacing and articulating the strategic intent—your north stars—that inform decision-making and cultural alignment. Anchors such as purpose, principles, and performance expectations ensure initiatives are not only well-directed but consistently reinforced throughout the organisation.

MEASURE

Catalyst Core™ creates a map—but measurement gives it momentum. We help organisations define success criteria, track progress, and translate insights into responsive action. From adoption dashboards to behavioural indicators, measurement ensures your change isn't just implemented—it's working, evolving, and delivering value.

Forbes

According to latest research in the **Forbes**
Article: "Reversing Low Employee Engagement
In Manufacturing"

Investing in employee experience
is crucial, it directly correlates
with higher productivity. Companies
with engaged employees **outperform**
those without by **202%**.

WORKFORCE ENGAGEMENT



Build future-ready workforces by **making strategic change personal, clear and accessible**. Whether you're shifting culture, roles or systems –focus on helping people understand the why and how.

YOU DO⁹



ENCOURAGE | **REINFORCE**

Access is everything, Internal platforms,
channels and operating areas



Where Catalyst Core™ helps diagnose the operational readiness of an organisation, **Culture Core™** focuses on alignment, belief, and behavioural momentum.

WORKFORCE ENGAGEMENT

Culture Core™

Culture Core™ is our signature model for building communication strategies that move beyond noise to deliver clarity and momentum.

Every meaningful message must do more than inform. It must align, activate, and accelerate.

COMMUNICATION STRATEGY

SYSTEM-AWARE. HUMAN-FIRST.

Unlike traditional frameworks, Culture Core™ was built to operate at the intersection of people, platforms, and places – without losing sight of emotion, belief, and momentum. It adapts to different formats, layers of leadership, and channels. Most importantly, it ensures your messages are not only sent – but felt.



DESIGNED FOR PRACTICAL APPLICATION

Culture Core™ can be applied across a range of use cases:

- **Enterprise Transformation Communication**
Align leadership, project teams, and frontline employees with a shared purpose and message rhythm.
- **Change Campaigns & Behavioural Activation**
From rituals to reinforcement mechanisms, it ensures communications go beyond awareness to action.
- **Internal Branding, EVP & Culture Narratives**
Craft authentic narratives that don't just reflect the culture – but actively shape it.
- **Manager & Leadership Communication**
Equip people leaders to confidently cascade strategy in a way that lands with their teams.



Let's create alignment between what's being **implemented** and what's being **experienced**.



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As Dr Albert Szent-Györgyi once said, "Innovation is seeing what everybody has seen and thinking what nobody has thought."