



## CONSULTANT PROFILE

### AT A GLANCE

Visionary change lead with proven success in understanding complex enterprise systems. Ability to create and align leadership and stakeholder messaging to achieve successful adoption

Experienced at building business partnerships using exceptional client relationship and consulting expertise to provide relevant feedback to sales, training, and corporate leadership

### SOFTWARE SKILLS

Articulate 360

Captivate

MS Office

SharePoint

### CAROLYN: CHANGE MANAGEMENT PROFESSIONAL

*Carolyn is an Organizational Change Management professional with over 20 years of business experience. Areas of expertise: change management, change communications, stakeholder analysis, change readiness assessment, change strategy and planning, impact analysis, resistance management, change training, measuring and sustaining change, leadership coaching, workshop facilitation, talent development, sales competency program creation, sales training curriculum development, strategic partnership development.*

### EXPERIENCE

#### The CARA Group

#### Change Communications Consultant

March 2017—Present

#### *Client: Baxter*

- Helped leadership develop and communicate a consistent project vision statement.
- Reviewed and revised/updated the current Change Communication Plan.
- Created and distributed communications to the various impacted stakeholders within Baxter.
  - Types of message include: promoting benefits of using TcU; status/action steps for Go Live; and time frames for training
  - Communications include: general announcements, overview decks, and demos
  - Tools to utilize include: BaxConnect, plasma screens, and Spark Site (educational channel)
- Recommend effective communication methods to be used globally.
- Ensured that the change communication approach for TcU aligns with Baxter's Corporate Communications and Corporate Learning teams.

#### Walgreens Boots Alliance

2006—2016

Walgreens Boots Alliance, the first global pharmacy-led, health and wellbeing enterprise.

#### Group Manager, Change Management, Mar 2013—Aug 2016

- Responsible for building change management capabilities within the organization. To understand the current and future state and guide leadership to their expected outcomes by identifying who will be impacted and how.

- Responsible for developing/maintaining the processes and tools required for a successful change management initiative, and enabling other professionals to use them.
- Designed, developed, implemented and facilitated Change Management curriculum to enhance change management capabilities throughout the organization.
- Change Communications Lead on two key initiatives:

#### Veritas Project

Veritas was an initiative to deliver a new global platform that was a dynamic and integrated suite of finance, accounting and business intelligence applications to strengthen the role of finance and accounting as strategic value creators for the company.

- Developed communication vision.
- Developed a comprehensive change communication plan that mapped stakeholders to impacts and to communication messaging.
- Reviewed and revised communication plan based on changing project status.
- Created communications for all levels of corporate and field employees.
- Navigated all communications through approval process (multiple departments including corporate communications, executive, finance, accounting, technology, retail, etc.).
- Created and delivered all communications through phases I and II of the project.
- Collaborated with project team to ensure organizational alignment and stakeholder engagement throughout the project and create communications to ensure success.
- Created communications to sell features and benefits of the new program.
- Utilized various communication methods, tools and channels to reach all levels of the organization.
- Collaborated with Learning and Development to create communications for rollout of training programs.

#### Email Retention Project

- The purpose of the project was to deploy an email classification and retention policy to reduce risk and costs associated with increasing email volume. As email contains business records, this policy also increased compliance with the Enterprise Records Retention Schedule.
- Developed the communications plan to achieve desired outcomes.
- Ensured that stakeholders at all levels were informed and could communicate the details of the ERP to associates.
- Achieved trust among stakeholders by providing timely and accurate information.
- Prepared stakeholders to act on their roles as they received targeted communications using the most impactful vehicle.
- Aligned stakeholder expectations and minimized misinformation by providing consistent messaging.
- Aligned stakeholders to the solution, its rollout and the ongoing process improvement.
- Ensured that stakeholders had a vested interest in the solution.
- Conducted meetings with stakeholders across the impacted teams to determine how they received their communications and what methods of communication were available to them.

#### **Group Manager, Sales Training and Development, Oct 2008—Mar 2013**

- Served as a business partner and valued consultant to division management, in identifying training opportunities and in the overall development of division team members based on company and division goals and objectives.

- Managed the activities involved in the needs assessment, design, preparation, delivery and evaluation of training and development programs for selected divisions.
- Responsible for development, acquisition and/or facilitation of sales training initiatives to improve knowledge, competencies, sales skills, sales leadership, sales process, and sales automation adoption and to increase sales effectiveness and high impact results.
- Applied industry and adult learning best practices to drive performance, design and develop training curriculum, courses, technology and distance-based platforms.
- Managed all aspects of the training process for internal and external resources of course development and delivery.

#### **Instructional Design Coordinator, Oct 2007—Oct 2008**

- Responsible for building relationships with division executives to successfully lead the redevelopment of the Walgreens Mail Service Pharmacy curriculum to reflect the new strategic goals and objectives of the division.
- Responsible for developing training for the Diabetic Supply Call Center sales team, Home Care and Respiratory sales teams and Specialty Pharmacy sales team.

#### **Instructional Designer, Oct 2006—Oct 2007**

- Collaborated with a group of instructional designers to create courses for Walgreens Retail Pharmacies. Projects included pharmaceuticals, cosmetics, front end sales and special promotional events training such as Medicare enrollment and vaccinations.

### **PRIOR EXPERIENCE**

**Moraine Valley Community College, Instructional Designer**

**TIC Enterprises, Regional Sales Manager**

**Ibbotson Associates, Sales Manager**

**Cahners Business Information, Director of Inside Sales**

**American Map Corp., Director of Sales**

**American Map Corp., National Sales Manager**

### **EDUCATION**

- Master's degree in Training and Development, Roosevelt University
- Bachelor's degree in English/Secondary Education, Andrews University

### **CERTIFICATIONS**

- eLearning, Roosevelt University
- Instructional Design, Roosevelt University
- TESOL/TEFL/TESL 100 Hour Certificate, Oxford Seminars

### **PROFESSIONAL AFFILIATIONS**

- The Association of Talent Development (ATD)
- The Association of Change Management Professionals (ACMP) EDUCATION