

Future Shape of the Winner

# Case Study: Wow! Projects and Internal Branding at an IT Organization

## The Problem

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The leaders of the Information Technology organization at a global consulting firm faced a challenge that was to become increasingly common in their field: *Do "Work Worth Paying For" for us or top management will find an alternative source outside the organization who can!* The IT organization supported hundreds of consulting professionals who depended on their work to create brands and branding strategies for blue chip clients like Microsoft.

## The Solution

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The leadership team sought out Tom Peters Company. A Wow! Projects workshop helped a group of the IT managers see that as employees of a branding company, the solution to their situation lay in the principles that guided the company's work. The IT people needed to identify and promote their own brand.

With guidance from our consultants they threw themselves into the challenge of uncovering the essence of who they were. They used brainstorming, individual yellow pages ads, and Design and Beauty cards. They employed a self-assessment to identify their individual roles as team members, and enhanced their creativity as a team by acknowledging and understanding these different roles.

Armed with their slogan – "Extra service for extraordinary people" – the IT people began making their presence felt throughout the consulting firm. They created attention-getting signs, customized sticky notes, and a distinctive computer start-up screen that made it easy for consultants to utilize their services.

They started a call monitoring and coaching process. They produced a Help Desk Manual and "Technology on the Road" cards with Help Desk information for



business travellers, and planned new services, like on-line training videos to provide “just-in-time” help for end users.

## The Result

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Among the results achieved were “ticketing”, or emergency calls, declined by 50% with a resultant reduction in downtime throughout the organization. The IT organization started providing management with new help desk feedback and client satisfaction reports showing overall satisfaction in the speedy resolution of technology problems.

