

Integrity. Solutions. Excellence.

**Change Management**

Organizations achieve their best results when their structures, processes, technology and resources are aligned. Many projects and improvement programs, however, become cumbersome or fall short of their goals. ***Change management is the strategies, tools and techniques used to ensure that a business change is managed effectively and that the required outcomes are achieved***.

Each Castile Consulting project is specifically tailored to meet the client’s needs and may include the following:

* Assessing and understanding your company’s unique culture and operating environment
* Creating or building on an existing value proposition to clearly state the case for change
* Identifying stakeholders and creating strategies to leverage support and reduce resistance
* Determining key change impacts (e.g., cultural, role, skills, behavioral)

**Strategic Communications**

Companies depend on effective and timely communications across business lines, functions and geographies. ***Strategic communications shape and craft key messages so that all stakeholders (internal and external) can understand and attach meaning to programs and initiatives.***

Our solutions includes the following:

* Creating comprehensive and integrated communication plans, calendars and methods
* Aligning organizational strategy with consistent core messages
* Identifying and leveraging key influencers at all levels within your business
* Identifying and/or creating informal networks of communication to more effectively address resistance
* Planning effective, cohesive messages utilizing various methods and media
* Moving business owners and ends users from awareness of change to adoption of change

# Castile Consulting is a specialized management consulting firm providing integrated services in the areas of change management, strategic communications, and executive and leadership coaching.

Outcomes include:

* Increased ability to assemble and lead high-performing teams
* Moving successfully from a peer to a leader
* Increased understanding of conflict and how to manage it
* Increased knowledge of cultural and behavioral change
* Learning to successfully “manage up”
* Increased ability to understand and reduce resistance to change
* Closing the gap between current state and future state
* Influencing process owners and end users to move from an awareness of change to the adoption of change

**Executive and Leadership Coaching**

Whether during normal business operations or while navigating transitions, leadership and sponsorship are critical factors in a company’s success. Research shows that most initiatives fail due to lack of sponsorship and that process improvements in particular fall short because end-to-end ownership is not identified and assigned. ***Executive and leadership coaching can dramatically develop and enhance the critical abilities necessary to lead and sustain change.***

Castile Consulting works with each client to create a partnership based on trust and confidentiality. Beginning with a detailed discovery of each client’s position and business needs, we will custom-design a solution to help further your success.

# *“The secret of change is to focus all of your energy, not on fighting the old, but on building the new.”*

# *- Socrates*

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Myra is a seasoned professional with over 20 years experience and a master’s degree in Organizational Effectiveness. She began her career with 10 years at ExxonMobil, followed by leadership positions with Capital One and Wachovia and now partners with her clients to strategically design and manage programs and transitions. She combines her business background in finance and program management with a deep expertise in organizational dynamics and the psychology of change to deliver concrete deliverables that add value and are driven by a solid business case or value proposition. As a former corporate employee and leader, Myra personally experienced the impact of downsizings, mergers, software implementations, process improvements and leadership changes. She brings both a unique skill set and experience base in working with her clients to achieve desired outcomes and create sustainable change.

Myra Wenninger

Owner and Principal

16 years Fortune 500 experience

* ExxonMobil
* Capital One
* The Hanover Group
* Wachovia

10 years small business experience

M.S., Organizational Effectiveness

B.S., English and Business

Multi-industry experience

* Oil & Gas
* Financial Services
* Insurance
* Energy
* Manufacturing
* Healthcare
* Education