

# INEOS

## Adoption and Change Management.

Our professional services at INEOS Styrolution Group GmbH.

Reference

Industry: Chemicals    Country: Germany  
 Employees: 3.600

### Initial Situation

INEOS Styrolution's corporate communications received more and more complaints from employees about the intranet at the time, its functionalities, and the outdated collaboration platform. They complained that the solutions were not user-friendly, not state-of-the-art and not intuitive to use, prompting INEOS to step in to introduce a new modern workplace of the future.

### Approach

Initially, a holistic approach was developed to anchor the new workplace. As a basis, a cultural assessment was carried out and then personas (incl. materials) were designed for the user-friendly provision of relevant use cases.

A champions community has been established to utilize multipliers as well as an online platform to provide information and training.

### Benefits

- Fast and powerful achievement of results
- Leverage best practices for business-specific culture
- Acceptance of the new world of work across the entire company

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INEOS

CS  
Campana  
Schott

Our professional services at INEOS Styrolution Group GmbH.



**Katja Teufel**

INEOS Styrolution Group  
GmbH

*„CS has made a significant contribution to the company-wide positive acceptance and great response of our new social intranet through first-class advice on change management, in particular through the introduction of a champions community.“*

## **Our services**

- Developing a holistic approach to anchoring the new social intranet
- Execution of a cultural assessment to derive measures according to the underlying culture
- Conception and introduction of personas (including materials) for the user-friendly provision of relevant use cases
- Creation of an online platform for the provision of information and training materials
- Implementation of a champions community to benefit from multipliers