



THE CHANGE NETWORK ADVANTAGE

A human-to-human approach to delivering
meaningful and lasting organisational change

e-Brochure 2024

understood

WHO WE ARE



Carolyn Quinton, Founder & Director

We are Understood.

Our brilliantly bespoke learning experiences drive engagement and transform behaviour.

Everything we do is centred around a fundamental human need: **to understand and to be understood.**

This is what drives engagement and leads to great experiences for your employees and customers.

Our approach is **investigative and consultative...**

We review. We question.
We listen. We understand.

Our aim is to get under the skin of your organisation and truly understand: your employees, your customers, your organisation and its challenges.

We create top-notch, tailor-made training programmes that get results because they are real, relevant and impactful.

“ You truly feel that the work is in not only capable hands, but with people that really understand the outcomes you're aiming for and why you're doing what you do. The standard of production and design is nothing short of brilliant.

Hansi Jackson, Head of Learning & Development, First Bus

THE WHAT & THE WHY

Creating employee networks that drive meaningful and lasting change is crucial for improving organisational capabilities.

- ① DEFINE 
- ② COMMUNICATE 
- ③ IDENTIFY 
- ④ CONNECT 
- ⑤ EDUCATE 
- ⑥ SUSTAIN 

Your people are your biggest asset.

Establishing a network of change advocates enables you to harness valuable human potential within your organisation. A carefully selected and supported group of 'Change Champions' can play a pivotal role in driving business transformation.

Much more effective than traditional top-down methods, a network of Change Champions focuses on empowering employees and fostering a culture of continuous improvement and adaptability.

Our tried and tested **six-step framework** will support your journey in creating and cultivating a thriving network of change ambassadors.

So why not bring the **Change Network Advantage** to your organisation?

“ Organisational culture is not just an aspect of the game – it is the game.

Louis V. Gerstner Jr., former CEO of IBM

We will support you to:

- ① DEFINE 
- ② COMMUNICATE 
- ③ IDENTIFY 
- ④ CONNECT 
- ⑤ EDUCATE 
- ⑥ SUSTAIN 

...your Change Network Advantage.



Why organisational culture matters

Organisational culture is like a company's personality. It's made up of the values, norms, and behaviours that make it unique.

A positive organisational culture:

- Brings in talented people (and keeps them happy and motivated)
- Encourages people to share new ideas, adapt well to change, and grow and learn from mistakes
- Helps a company grow and stay competitive



What does it mean to have a strong organisational culture?

- You handle change well
- You're always improving
- Your culture lasts

Empower your team to be the change you wish to see!

The Change Network Advantage is meticulously crafted to engage, educate, and empower individuals to excel in their roles as change ambassadors. Participants will emerge with a sense of action, urgency and emotional commitment to change.

Our programme equips individuals to implement, champion, and embed change effectively. They will not only have the skills to influence colleagues but also provide valuable support to the wider organisation, driving a culture of continuous improvement and innovation.

SIX STEPS TO SUCCESS:

Cultivating a strong and sustainable Change Network Advantage



THE PROGRAMME

“ Understood demonstrated a deep understanding of our business and we valued their collaborative and proactive approach. They listened attentively to our needs and welcomed feedback. They went above and beyond to ensure the programme's quality.

John Thompson, Head of Safety & Corporate Responsibility, Translink

1 DEFINE

Why, what & how?

- Kick-off workshop to define objectives and collaborate with key stakeholders
- Create and circulate engaging 'Playbook' with wider organisation
- Define Change Champion role and selection process
- Appoint and coach Executive Sponsor to lead and influence Senior Leadership Team

2 COMMUNICATE

Shout about it!

- Comprehensive Internal Comms Plan
- Appealing sub-brand for the Change Network
- Short videos to promote purpose and benefits of the network
- Opportunities for positive media promotion and industry awards

3 IDENTIFY

Pick your people

- Advertise the Champion role across company platforms
- Shortlist candidates, ensuring breadth of roles and functions
- Include the change enthusiasts and the sceptics!
- Rigorous but friendly interview process



4 CONNECT

Build a strong bond

- Impactful launch event for newly selected Champions
- EQ and communication skills training
- Digital platform for ongoing connection and idea-sharing
- Regular engagement via platform



“The extensive experience and knowledge that Understood have with the Transport industry really helped shape the programme.

Phillip Woods, Head of Operational Improvement, Bus Operations, Translink





5 EDUCATE

Train up your team

- Intensive programme covering critical competencies
- Two-day courses covering the essentials of Project Management, Change Management, Continuous Improvement
- Support and training for Champions' line managers

“ Working with Understood has been brilliant. Their passion for delivering exceptional learning experiences is evident in every aspect of their work. From crafting top-notch content to coaching our trainers, they've empowered our team to excel.

Vicki Anderson, Learning & Development Manager, First Bus





“ Understood really takes time to understand the business, the culture, our Values and what is important to us. Everything they create is truly representative of our business. The material is vibrant and refreshing. It's of an incredibly high standard capturing important concepts in an informative and engaging way.

Jess Ingram, People Director, SPS



6 SUSTAIN

Keep the good work going

- Select, onboard and upskill 'Champion Trainers'
- Digital learning modules on EDUCATE topics
- Regular meet ups to share progress, challenges, ideas, and training
- Ongoing Champions-led activities across the business

“ The service level and agile approach have meant that Understood has been brilliant to work with.

David Graham, Head of Customer Experience, Translink

WHY UNDERSTOOD?

Your Change Network Advantage partner

Understood is the supplier of choice for supporting the implementation of a change culture within organisations. As part of the Change Network Advantage, we offer a minimum of 12 months' dedicated support.

We help you to identify and engage Change Champions, upskill them, and effectively communicate the network's benefits and activities throughout the business.

Our partnership ensures you maximise the potential of your network, enabling you to fully reap both immediate and long-term benefits.

By partnering with Understood, you gain access to a breadth of expertise across change management, internal communications, training delivery, film production, e-Learning, graphic design and more.

You will benefit from our experience across multiple sectors and our refined, streamlined processes – helping you to navigate change efficiently and avoid common pitfalls.

WORKING TOGETHER

Our Customer Commitments

1. Build positive relationships with our customers*, centred around trust, openness, and collaboration.
2. Understand our customers' challenges, goals, and needs by asking the right questions and taking the time to listen.
3. Always be open to doing things better, by welcoming and acting on feedback.

* Customers = clients, colleagues, associates, suppliers

“Understood are a progressive customer/client centric business who are helping to truly transform SPS and its people. I cannot recommend them highly enough.

Simon Cursio, Managing Director, SPS

UNDERSTOOD DELIVERY TEAM

– CHANGE EXPERTS



CAROLYN QUINTON
Consultant

Change management specialist with a focus on the human side of behaviour change.

Experienced in driving organisational transformation through employee engagement, communication, and leadership development.

Carolyn is passionate about fostering a positive culture and empowering individuals to achieve their goals. She is dedicated to creating sustainable, people-centered change.



PAUL WEST
Consultant

Visionary Business Leader and Educator with global expertise in strategic business transformation.

Specialises in change management, project delivery, and continuous improvement, collaborating with organisations worldwide.

As a faculty member at NTL Institute, Paul delivers training and has worked with clients like Transport for London and the NHS.



WENDY TIPPER
Consultant

A results-focused strategic leader with 30 years of experience in programme management, change leadership, and driving sustainable growth.

Wendy has directed complex change programmes, led large-scale transformations, and developed management capabilities through coaching.

Wendy is a Chartered Civil Engineer and a member of the Association of Project Management.



SORAYA ROBERTSON
Consultant

A senior leader with extensive experience in building change and leadership capabilities at all levels for mid to large organisations.

Experienced in IT, Aviation, and healthcare sectors across the UK and EMEA, working with senior leaders and teams.

Soraya is known for drive, intellect, and passion, specialising in organisational change and performance improvement.

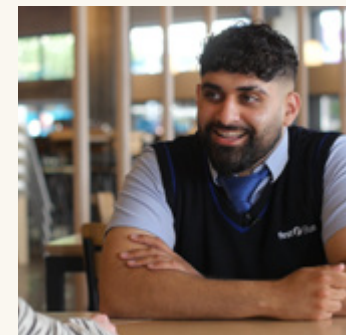


SUZANNE TEWKESBURY
Consultant

A strategic leader with 30 years of experience in diverse organisations, specialising in organisational design, change management, and continuous improvement.

Suzanne has led complex change programmes, including NHS integrations and organisational mergers. A Fellow of the CIPD, Executive Coach, and Mentor, Suzanne prioritises an engaged and valued workforce for success.

CASE STUDY: Transforming First Bus with the Journey Makers Programme



We partnered with First Bus to implement a comprehensive behaviour and culture change initiative across their 13,000 drivers and engineers in the UK. Despite the challenges of a unionised environment, remote workforce, and 1.6 million daily customer journeys, the Journey Makers programme successfully improved both internal and external customer experiences.

Key components included a modularised training programme (for drivers, supervisors, managers and engineers), a dedicated Journey Makers Champions Network, targeted internal communication campaigns, and the creation of a distinctive Journey Makers sub-brand. This programme empowered employees, and significantly boosted customer experience, internal communications, and engagement activities.



“ The challenge was in creating a programme that would engage our front line in our core values and deliver an awareness of key strategic changes...

The way in which Carolyn and her team 'get under the skin' of the business to truly understand the people, the culture, our challenges and opportunities is what makes Understood such a pleasure to work with.

Melanie Rees, Customer Experience Director, First Bus

BESPOKE FILM PRODUCTION

Why?

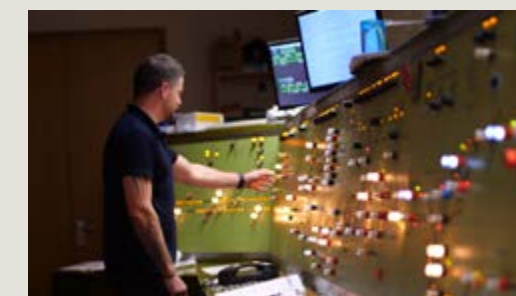
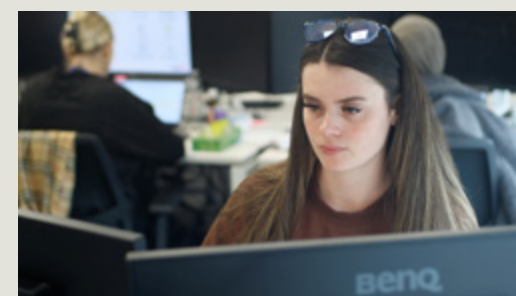
Short, thought-provoking films or audio stimulate discussion and embed learning. You can also use your films as part of internal and external communications campaigns.

How?

We manage all pre-production and post-production activity: we prepare contributors, create scripts and direct, shoot and edit the films to a high-quality, professional standard.

How much?

Our film production costs are fair and affordable. We produce content for a wide range of budgets, and we can tailor our video production package to suit your requirements.



[Click for a flavour of what we've done...](#)

“ Great course. We're on a winner here and the videos are top-notch.

“ My favourite part was the videos about real life driver stories.



Our brilliantly bespoke learning experiences drive engagement and transform behaviour.

www.understooduk.com

hello@understooduk.com