



Engaging Employees Through Change: Building Culture and Driving Adoption of New Behaviors to Support Business Transformation

Guided employee engagement strategy for an emerging oncology company through 600% growth—from 35 to 250 employees in one year—while navigating leadership transition and shift to commercial operations. Launched integrated employee engagement infrastructure (new intranet and rewards & recognition platform) and refreshed corporate values to align behaviors with commercial-stage requirements, maintaining culture during rapid growth. Rebranded, launching new corporate identity and cascading new positioning across messaging, social channels, and corporate and IR websites. Increased employee engagement scores, secured multiple workplace awards, and strengthened employer brand—supporting retention and attraction during hypergrowth and successful product launch.