

Based in Minneapolis, Continental Hydraulics provide advanced engineering solutions for the application issues their customers are facing across North America. As a member of the Diplomatic Group in Europe, Continental were charged with achieving higher growth and productivity.

Internal change within Continental in 2020 became a priority in light of the Covid pandemic. The Leadership Team were charged to create and implement a strategy to generate a unified culture to align and inspire their people.

Clarity created the *golden thread* to all activity and communications, crucial to the visibility, emotional buy-in and sustainability of culture change. Employees across the company needed to understand and recognise their individual contribution to the performance, growth and prosperity of Continental.

**Clarity provided:**

- Culture strategy
- Workshops via Zoom
- Brand identity
- Internal campaign
- Tone of voice
- Identity guidelines
- Presentations

**Revised and created:**

- Internal culture direction and management team buy-in
- Build-up culture map and story

