# INTRODUCING CHORD Framework™

Where strategy meets empathy, and systems shift with people in mind.

The **CHORD** Framework™ (Change Harmony for Organizational Readiness and Development) is a multidisciplinary approach to transformation that integrates the core disciplines of human-centered change management to create lasting change adoption.

## CHORD COMPONENTS

**Ground** – Aligns systems, structures, and people to establish a clear, stable foundation for change

**Design** – Co-creates solutions through collaboration, employee input, and iterative feedback.

**Activate** – Shifts mindsets and behaviors through enablement, training, and applied neuroscience.

**Sustain** – Embeds change into culture and workflows through reinforcement and continuous feedback

## CHORD OUTCOMES

**Faster Time to Value for Strategic Initiatives**

**Higher Change Adoption & Retention rates**

**Increase in Employee Experience & Engagement**

**Strengthened Leadership Creditability**

**Culture, Strategy, & Execution Alignment**

## WHERE TO USE CHORD

CHORD adapts across industries — wherever people and change intersect. From healthcare to tech, government to finance, it adapts to your context.

Common use cases include:

- Digital transformation
- Culture and DEI initiatives
- Post-merger integration
- Enterprise onboarding and adoption

## READY TO LEAD CHANGE THAT LASTS?

Start your transformation today? implement the **CHORD** Framework™ in your organization.

✉ info@chordframework.com

Scan (click/tap for digital version) the QR code for:
- CHORD Framework™ implementation discussions
- Change strategy and L&D alignment consults
- Executive briefings and speaking requests

www.chordframework.com