CHORD FRAMEWORK™

COMPANY OVERVIEW

CHORD Framework (Change Harmony for Organizational Readiness and Development) is a human-centered change management methodology designed to align projects, people, and culture. CHORD redefines transformation by embedding change into the organization ecosystem. Built from over 20 years of transformation leadership across multiple industries, CHORD integrates eight evidence-based disciplines into a cohesive model.

CORE CAPABILITIES

- Organizational Transformation: Align strategy, culture, and systems for enterprise-wide initiatives.
- Cultural Re-Alignment: Translate values and aspirations into lived behaviors across teams.
- Technology Implementation: Accelerate adoption of ERP, CRM, AI, or collaboration platforms by embedding user experience and behavioral science.
- Leadership Development: Equip leaders to model and sustain change with coaching, peer learning, and system

NAICS CODES

- 541611 – Administrative Management and General Management Consulting Services
- 541612 – Human Resources Consulting Services
- 541613 – Marketing Consulting Services
- 541618 – Other Management Consulting Services
- 611430 – Professional and Management Development Training
- 611710 – Educational Support Services

KEY DIFFERENTIATORS

- Human-Centered Integration: The only methodology that fully integrates all eight human-centered change disciplines into one cohesive framework.
- Proven ROI: CHORD drives up to 70% higher ROI compared to traditional models by increasing adoption, reducing resistance, and minimizing wasted investment.
- Scalable & Adaptable: Designed for enterprise transformations, culture shifts, and digital implementations, CHORD flexes to organizational size, industry, and readiness.
- Sustained Outcomes: Ensures changes are not just launched but anchored into daily habits, leadership practices, and operational routines.

KEY CLIENTS

THE VETSGROUP INC.
EDUCATION • TRAINING • ENTREPRENEURSHIP

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410-961-6093   www.chordframework.com   info@chordframework.com