



## DESIGN OF WORK EXPERIENCE

### WHAT WE DO

#### CONSULTATION/ADVICE

#### ESTABLISHED ORGANIZATIONS

VC/INVESTORS

STARTUPS

SPEECHES/WORKSHOPS

RESEARCH/WRITING

## CULTURAL TRANSFORMATION & ORGANIZATIONAL CHANGE

Every organization needs to leverage their people and culture as assets. Few care to, and even fewer are willing to invest. Where does your company stand? If you know that the best tools, processes, products and/or services are useless without the talent and culture to support them, it's a good start. Co.-can help you achieve success through culture, employee experience, diversity & inclusion, engagement, capability building, change, and other people strategies.

**CULTURE & EMPLOYEE EXPERIENCE:** Conduct deep-dive culture study, assessments, and/or gap analysis on current state vs. envisioned future state. Consult on the creation, implementation, and sustainability of intentionally designed culture and accompanying employee experiences where culture-creating and innovation capabilities are developed internally.

**CHANGE MANAGEMENT & TRANSFORMATION:** Enable companies to successfully develop strategies and implementation for organizational change varying in target, type, and scale.

**EMPLOYEE ENGAGEMENT:** Facilitate the identification of specific root cause(s) and conditions for employee engagement or disengagement within a company's unique context and the strategies needed for the highest levels of engagement.

**TEAM DYNAMICS:** Assess for team effectiveness, foster healthy team dynamics and/or grow leadership capabilities.

**1-1 EXECUTIVE COACHING:** Develop key leaders through personalized, yet systematically-driven coaching relationship for tangible results.

**TARGETED INTERVENTIONS:** Advise on a case-by-case basis for specific, urgent people-related needs to bring forth resolution/conclusion.

### KAREN JAW-MADSON, PRINCIPAL



Organizational expert Karen Jaw-Madson enjoyed success as a corporate executive before pursuing a 'portfolio career' comprised of research, writing, consulting, teaching/speaking, and creative pursuits. As a versatile leader across multiple industries, Karen developed, led, and implemented numerous organizational initiatives around the globe. Today, this East Coast transplant to Silicon Valley (via Ireland and the Midwest) is principal of Co.-Design of Work Experience, where she enables organizations with innovative approaches and customized solutions for intimidating challenges. Focus areas include culture, organizational change, and people strategies. Her book, **Culture Your Culture: Innovating Experiences @Work** (Emerald Group Publishing), the much needed, step-by-step "how to" for organizational culture, was released in June, 2018. She has a BA in Ethnic and Cultural Studies from Bryn Mawr College and a MA in Social-Organizational Psychology from Columbia University.