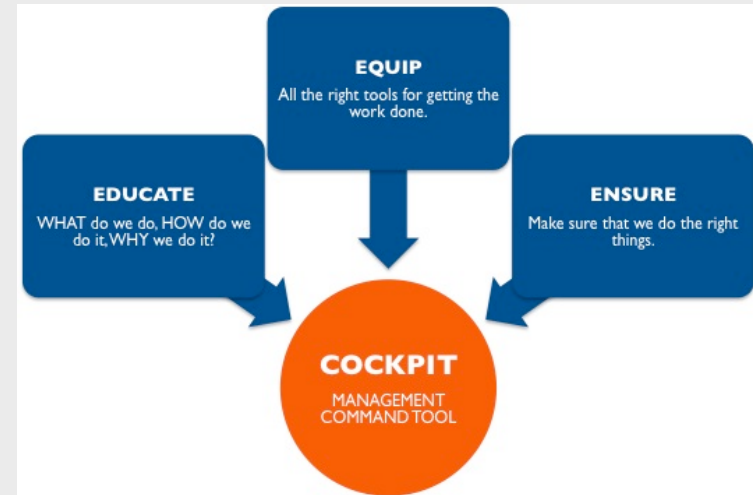# coreconduct

PROCESS CONTROL IN TRANSITIONAL CHANGE.

CoreConduct is all about driving actions and maintaining momentum in a specific part of a change program or when speed to change is crucial. CoreConduct addresses, specifies and follows up on changed behaviors, with the many.

Example:

- *Educate* a task force of a hundred in the what, why and how of a specific change process.
- *Equip* them with all information and material needed.
- *Ensure* the agreed changes with thousands over a few weeks, using an agreed list of 5-10 needed actions where each action is ticked off as it gets done.
- *Examine* the change with real time monitoring by project owner. Results are made visible via meters and in a cockpit.

How successful a change process becomes isn't just a people issue, but also an issue of getting the right things done. Using a system that allows for guiding and monitoring the process and its results makes for rapid changes, without losing momentum.

WHY CHANGE VIA CORE CONDUCT?

- Need for rapid and controlled changes.
- When timing and speed to change is crucial.
- A massive task involving many persons or activities, internally and/or externally.
- A mission of high importance.
- When there is an absolute need to know that performance follows plan.
- When maintaining momentum in change is paramount.

Hubbster consists of skilled people with backgrounds in business development, brand strategies, implementations, communication and HR. From our experiences in consulting and corporate management we know that many organizations have unsatisfied needs to bring their strategies or core platforms to life. Through-out the whole organization, to ALL. This is why we created Hubbster – to provide tools for enabling truly agile and achieving organizations. Every day.

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