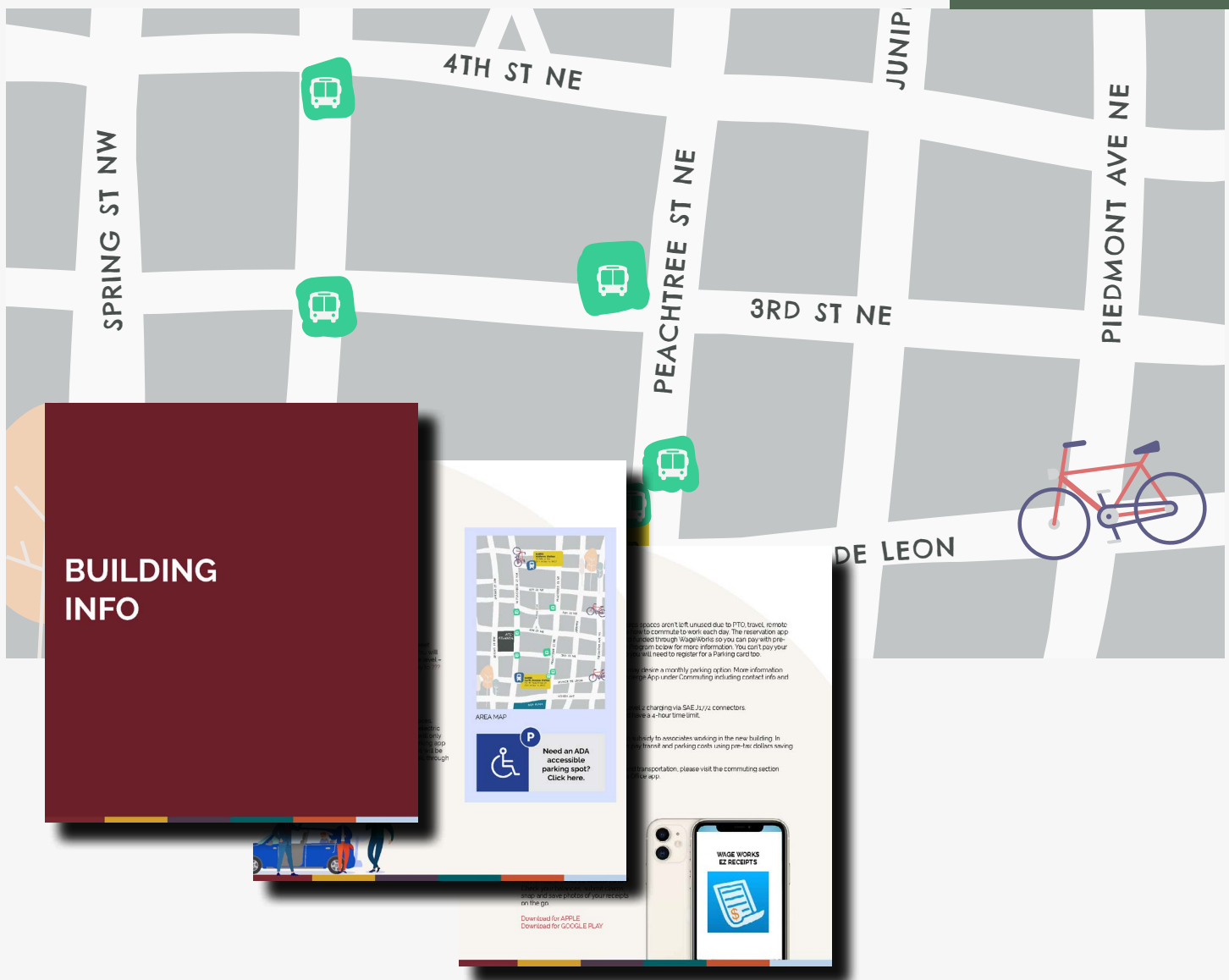




PROJECT STORY

CONFIDENTIAL CLIENT  
Atlanta, Georgia



The technology division of a healthcare company hired Workflow (formerly Work Thread) to support them through the change engagement process as they moved their business from a multi-tenant building to a brand new, state of the art building completely dedicated to their 1,000 member IT group.

The new building was designed to improve occupant experience, foster innovation across the organization, and amplify their brand in Atlanta and beyond. They took the opportunity to rethink their workspaces by incorporating activity-based planning, creating workspaces optimized for the variety of work modes that their employees and contractors engage in throughout their workday: individual focus work, ideation, sprints, in-person and remote collaboration, presentations, wellness, and fellowship. This project and change initiative was independently branded to signal new ways of working to employees and contractors.





**GET OUTSIDE.**

Take a break, have a chat, or catch up on email on one of our landscaped outdoor terraces.



**COMMUTING BRIEF: PART 3**

We've shared options for parking at ATC-Atlanta and public transit. This week's Brief is dedicated to one of the most cost-effective and convenient alternatives to driving alone - vanpooling.

Vanpooling does require some compromise so you may or end time, or attend your morning stand-up call while of lowering commuting stress, reducing out-of-pocket better - and more productive - state-of-mind - may ju

Anthem has recently partnered with Enterprise to offer our team members this new commuting service. When we say "vanpool" we're not talking about traditional, boring white cargo vans. Commuters get to choose from a range of recent model SUVs and van options to ride in style.

**THESE ARE JUST SOME OF THE BENEFITS YOU CAN EXPERIENCE:**

- Spending less time driving and more time chatting, working or relaxing
- Reducing the wear and tear on your personal vehicle
- Saving money on gas and parking
- Parking in convenient neighborhood vanpool meet-up locations

With Enterp insurance at 24/7 roads, free parking deal, vampo for a subsid Authority. If your lucky c half the cos

We have worked with Enterprise to identify over 27 potential vanpool locations based on our associates' zip codes - more than any other company in Atlanta! Imagine how may more vanpools we could create if our contractors sign up too!

But what if your day takes an unexpected turn? Don't fret, both Anthem and Enterprise have your back. You will have 5 Lyft codes provided by Anthem to get you home and 5 rides coordinated by GA Commute Options which include access to an Enterprise rental car.

So, are you ready to get that hour of d time back as "me" time? Time you can into your workday, and be more prese when you get home? Or time to relax, up on a book or podcast or chat with coworkers? Let us know your interest signing up at the Transportation Fair emailing us at kaleidoscope@anthem. Once we identify associates and cont who are interested and match their r the next step will be a Commuter Co Meeting where Enterprise will prese the program, incentives and answer questions.

Commute with Enterprise will our Transportation Fair on NOV 13TH from 10-2 so plan to atte learn more about the program how it can save you time and



WATCH THIS QUICK VIDEO TO LEARN MORE ABOUT COMMUTE WITH ENTERPRISE



QUESTIONS? EMAIL US AT KALEIDOSCOPE

**Examples of tools, events and content that Workflow created for employees and contractors included:**

- Brand guide for communications and graphics
- Change Ambassador Meetings
- Digital Signage
- FAQs
- Interactive Feedback Wall
- Monthly Newsletter

- Move-in Day(s) Coordination and Support
- Project Information App
- Print Signage
- Transportation Fair
- Welcome Packet
- Workplace Preview Tours



Workflow's approach identified the elements of change that the employees were experiencing and created a roadmap with key messaging to ensure that people understood why the change was happening, when it was happening, what they needed to do to prepare for their move, and how to use the new spaces and technology available to them in their new workplace.

