

An Immersive Approach to Global Culture Transformation

CASE STUDY

A leading food and beverage company set out to rebrand itself—from a snacks and drinks company to a global food brand rooted in human experience. The transformation started with their R&D team, where new innovations emerge. However, this group of scientists and engineers required a mindset shift: moving from technical product development toward designing food experiences with emotional and cultural relevance. The organization needed a strategy to align new goals with ingrained behaviors while also inspiring change across levels. They turned to People Results to lead this cultural reinvention and equip their people to adopt a more human-focused innovation model that would power long-term growth.



successful
transformations

ISSUE	ACTION	RESULT
• R&D's technical mindset conflicted with the new company vision centered on emotion, humanity, and food culture. • Employees lacked tools and shared language to rethink food innovation through a human lens. • Leadership needed a scalable, cross-functional approach to spark culture change, support new mindsets, and align technical teams with emotionally-driven consumer expectations.	• Created a global framework connecting food codes, consumer emotion, and cultural context to product work. • Facilitated collaborative sessions between R&D and marketing teams to embed behavior change into strategy. • Built a 360 communication approach aligned with change management goals, reinforcing food-centric mindsets and providing step-by-step support to guide sustained adoption at every level.	• Employees adopted shared understanding of food culture's impact on consumer decisions and product development. • Teams applied mindset shifts to rethink food categories, innovate creatively, and drive collaborative momentum. • The initiative earned Brandon Hall's Human Capital Management Award, measurable business impact, and internal recognition from leadership through the CEO Excellence Award for transformation success.

