

## Company Profile

Future|Shift Consulting, LLC is dedicated to helping organizations make step-change improvements in the way they work so that they can connect, communicate, and collaborate in more effective and engaging ways, while successfully navigating change. Our aim is for our clients to become more responsive and flexible in today's rapidly changing business environment by helping them make the shift from ineffective industrial age ways of operating to the future of work.

Whether large change initiatives or smaller scale operational improvements, we can provide:

- Insight on new and better ways of working – often through the lens of digital transformation
- Guidance on developing a best-fit strategy
- Implementation support for the related change(s)

## Rob Caldera, Founder & Managing Principal



Prior to forming Future|Shift Consulting in 2016, Managing Principal [Rob Caldera](#) spent 24 years working within organizations as a change agent, driving small and large scale changes for corporate initiatives ranging from marketing and communications to information technology and operations. His work has focused on internal communications, change management, employee engagement, and technology adoption. Projects have ranged from the deployment of new systems, processes, and policies to organizational restructurings and people-development efforts. He's a [Prosci](#) certified Change Practitioner and has extensive experience in developing digital and social solutions for business needs.

## Our Services

Future|Shift's services are centered on organizational development and effectiveness. We can provide the type of expertise that is critical to any organizational change.

<b>Internal Communications</b>	Design and execute communication and internal branding strategies to create awareness and build support for change programs or other internal initiatives; build a program to improve how your organization communicates internally, including intranet and content strategies; assist leaders or leadership teams with strategic communications, talking points, presentations, blogs, and speeches.
<b>Change Management</b>	Develop and implement a change management approach based on your organization's needs, inclusive of stakeholder analyses, current state assessment and future state definition, and building a sponsorship plan to ensure active leadership participation. Licensed to utilize the Prosci change management methodology and tools if applicable.
<b>Social Collaboration / Digital Transformation</b>	Build a business case, roadmap, and adoption strategy for the launch of an enterprise social networking platform to improve collaboration, facilitate knowledge sharing, and accelerate innovation. Advise internal teams on how to transition to a more open and collaborative way of working, that will deliver additional value to their customers or internal and external clients. Explore and devise additional digital strategies that will help transform how your company operates.
<b>Employee Engagement</b>	Partner with clients to develop programs that increase resiliency, tap into employees' strengths, improve manager effectiveness, and instill company values that can be linked to work results. Create connected cultures that promote and enable better engagement.