

CULTURE CHANGE

Creating a New Culture at a Legacy Luxury Retailer

How AIIR's comprehensive approach helped the company transform its business and thrive in a moment of change

THE CHALLENGE

Changing Culture in Crisis

A 150-year-old luxury retailer was in the middle of corporate restructuring when, in March 2020, COVID-19 sent the world into chaos and the retail sector into crisis. AIIR partnered with the company to create a culture capable of overcoming the challenges and capitalizing on the opportunities presented by the pandemic, including protecting its brick-and-mortar stores while spinning off its fast-growing digital operations.

THE SOLUTION

A Comprehensive Approach to Change

AIIR designed a comprehensive approach that leveraged assessment, executive coaching, team coaching, leadership development, and organizational design to establish a deep understanding of the current culture, design a culture necessary for success in an ever-changing environment, overcome potential individual and organizational challenges and deliver sustainable long-term culture change across the organization.



Team Effectiveness
Engagement with
Executive Team



1:1 Executive
Coaching for
Executive Team



Organizational
Assessment and
Organizational
Design



Custom 360°
Assessment for
Individual Leaders



Learning Toolkit
and Leadership
Development
Modules



The Results:

Through its partnership with AIIR, this legacy luxury retailer modernized its organization and successfully transformed its culture. Throughout the engagement, the company has bucked industry trends to deliver incredible business results, with both its physical and also its e-commerce stores delivering 49% and 58% year-over-year growth, respectively.

How Can We Catalyze Culture Change
at Your Organization?

Find out more at www.aiirconsulting.com.

aiir | consulting