

# PRESS RELEASE

## FOR IMMEDIATE RELEASE

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### **Companies Must Embrace Organizational Change to Succeed**

Whitepaper: COVID-19 Emphasizes More Than Ever the Importance of Fostering Innovation

*“In times of crisis, a leadership team needs to be equipped to make decisions with clarity and precision about strategic direction, people, and processes to get through the short term so it can return to thriving for the long term.”*—Sylvia Henderson, MindTeam Solutions Co-Founder & CEO

OLNEY, Md.—Organizations need innovation more than ever amid the COVID-19 pandemic and the current state of national social unrest.

Change amid a crisis may seem like an unnecessary risk to take. But according to a new whitepaper from MindTeam Solutions, demonstrating agility and responding to new demands will contribute significantly to the sustainability of your organization, as well as your overall growth and success.

Innovative cultures sustain momentum by encouraging and rewarding collaborative teamwork. By setting the tone of a learning and development culture, leaders can empower employees to experiment—and make mistakes—on the way to spearheading business breakthroughs.

So how can this process be managed and intentionally achieved?

**“[How Growing Together Builds an Innovative Culture](#)”** goes through some of the challenges modern-day organizations face, as well as practical solutions to these issues and more. Major topics include:

- The 4 key characteristics of innovative cultures
- A formula for managing organizational change
- How to overcome hurdles to innovation
- The 7 hallmarks of creative teams

We are in an important and urgent time for making impactful change. Organizations need to adopt a culture of innovation—one that can pivot and adjust—to keep its competitive edge. And after any downfall or crisis, making quick, smart decisions is what can prevent layoffs or the failure of an organization to recover at all.

#### **About MindTeam Solutions Inc.**

The consultants of MindTeam Solutions work with organizations to engage their people by forming collaborative teams so they can stabilize and restructure as needed. Our platform can help you maximize your productivity and results while managing rapid change.

At MindTeam Solutions, we value trust, celebrate diversity, and believe that every organization can create a culture where individuals are respected and encouraged to contribute.

To learn more about this process, [download the whitepaper today](#) and begin taking the first steps towards moving your organization forward.