

## Parks Canada Transforms to Meet the Changing Needs of Canadians

Faced with a citizenry less interested in the great outdoors, the Canadian National Parks Agency Executive Team embarks on a courageous transformational journey that results in an increase to the relevance of their protected heritage places through all the Agency activities.

### BREAKTHROUGHS

Organization Transformation  
Healthy Communities

“Being First has enabled us to navigate what was previously complex and uncharted territory. The progress of our transformational projects has been far more bountiful as a result.”

CEO

### Challenge

Faced with declining visitation, changing demographics and leisure patterns and a tight business environment, Parks Canada had to re-brand the Agency to ensure its continued relevance to Canadians. Creating a clear vision for the future emerged as the overarching challenge facing the Agency. With the expansive geography that falls under its oversight, clarifying which issues carried the highest priority became a formidable task.

Increasing threats to the country's natural and cultural heritage, along with market place competition, challenged Parks Canada

to be able to deliver on its conservation, education and visitor experience mandate. Its leaders recognized that to establish a more compelling vision for the Agency, they needed to develop the change leadership capability to fulfill their mandate. It was also clear from satisfaction surveys that the culture of the Agency needed to more fully support and engage managers and employees.

Being First was engaged to help sort out these challenges and provide a common process to oversee the Agency's transformation.

## Solution

An executive Transformation Leader was identified to lead the entire renewal effort. A Renewal Team was established to oversee this work and the leadership development it required. The Renewal Team was trained in our Change Leader's Roadmap (CLR) navigation system and was assisted by Being First consultants to get key decisions made and put in place an effective change infrastructure and process.

We re-prioritized 100 projects into 7 key change initiatives, established a change governance structure, and created cross-team

reporting and communications which enabled change teams to handle integration requirements across various initiatives.

The Executive Team used our guidance and The Change Leader's Roadmap to help them build the case for change, strengthen change leadership capability to lead the Renewal efforts and develop a clear vision for the future. Once the vision was in place, prioritizing the broad initiatives of the Agency became manageable, meaningful and foundational in beginning to shift the Agency's culture.

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## Results

Over two years, Parks Canada re-affirmed the Agency's vision in business unit workshops across the country, launched its re-branding effort, and completed several priority initiatives. They quickly gained progress towards their vision - "connecting hearts and minds to a stronger, deeper understanding of the very essence of Canada." There is far greater focus on increasing the relevance of their protected heritage places through all the Agency activities.

At this writing, work is underway to revamp the Agency's governance structure, increase employee engagement and communications, and to support the ongoing leadership of the Renewal efforts. Using the CLR, the Renewal Team tracks change initiative prog-

ress through an "Air Traffic Control" integration and coordination process, and attends more proactively to the human dynamics within each change effort.

The Agency continues to refine its list of priorities and looks at ways to horizontally integrate change activities across the organization. They are addressing new areas of concern which reflect their commitment to the vision. They continue to use The Change Leader's Roadmap as their navigation system for all their transformational work.

The report throughout the system is consistently that this cumulative effort is delivering the intended results of their vision and strategy much faster with less confusion and cost.

## ABOUT BEING FIRST

Being First is a Breakthrough company, providing advanced expertise in personal and organizational transformation since 1988. We open leader's minds, develop their self-mastery and equip them with the advanced Conscious Change Leadership skills to transform themselves, their organizations, communities and cultures.

As Strategic Advisors to the C-Suite, we provide an integrated System of Transformation that builds transformational leadership capability by providing your leaders with the consulting, training and development, coaching, methodology, tools and assessments to perform optimally and Achieve Breakthrough.

For more information, [BeingFirst.com](http://BeingFirst.com) or call us at +1 970.385.5100.