

Simatree Case Study:

# Distributed Ledger Company Organizational Transition

*Faced with a large-scale organizational transformation, a leading distributed ledger company enlisted Simatree's support to drive the project management and change management activities needed to ensure a smooth and timely transition.*

## Overview

When Hedera, the leading next generation enterprise-grade public distributed ledger technology (DLT), transitioned a large portion of its staff and business functions to a partner company, Simatree was there to help. The Simatree team supported the implementation of project management processes and tools and deployed change management methodologies to turn a complex organization transformation into an operational success.

## The Challenge

Simatree was engaged by Hedera to lead the project management and change management activities associated with a large-scale organizational transformation. Hedera is designed to be an association of several major multi-national corporations interested in building distributed applications on the Hedera network. Hedera needed to decentralize its business operations and transition 90% of its staff to a new partner company, Swirlds Labs. This organizational transformation required Hedera to separate critical business functions related to human resources, marketing, and engineering from the executive team and Governing Council. Hedera needed to implement project management processes and change management methodologies to effectively support the speed, complexity, and sensitivity of their organizational transformation.

## The Solution & Benefits

Simatree quickly deployed a highly skilled and nimble team to gather organizational requirements and end-state goals related to the transformation. The team developed a change approach and implementation strategy that comprehensively covered more than a dozen workstreams to be spun off

and separated. The team incorporated expertise in project management, change management, and strategic communications to assist Hedera leaders with decision making and coordination throughout the transformation.

The team integrated the Project Management Body of Knowledge (PMBOK) and Association of Change Management Professionals (ACMP) Standard for Change Management© into a single work plan for the various workstreams that focused on decreasing risk to the organization and increasing the speed of alignment. Project management provided the master schedule to guide the 'when' and 'how' for the activities and the associated change management. Simatree also led the implementation of the project management strategy and managed the master schedule while providing advice on a change strategy that would remain flexible given the uncertainties of the details of the new organization. This integrated approach also enabled leadership to better understand the progress against milestones and in solving – in real-time – risks as they arise.

With the help of Simatree, Hedera was able to effectively spin off critical business functions to Swirlds Labs. This organizational transformation enabled Hedera to decentralize operations and meet its promise as a fully decentralized DLT network. Many of the project management and change management approaches that Simatree helped introduce to Hedera were carried over into the new organizations, both at Swirlds Labs and Hedera.