



SEPTEMBER 2026

Introducing **Initiatives**

The biggest release in Tigerhall's history, built from what change leaders told us.

THE WORLD A CHANGE LEADER LIVES IN

One change a year **became 27**

27

Change impacts the average employee goes through each year

1:5,000

Typical ratio of change resources to employees

48

Average number of initiatives our customers typically run — and several run 300 to 800

“

Companies have more and more initiatives, but that doesn't reflect in how many more people they have to support them.

THE PROBLEMS WE SET OUT TO SOLVE

Five things leaders **kept telling us**

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|-----------|--|--|
| 01 | Change management only reaches tier one | Tier two, three and four go by the wayside — every launch is manual and slow |
| 02 | Ownership is compartmentalized | The central team is reliant on everyone else, with no shared standard |
| 03 | Saturation visibility lives in spreadsheets | “Six things hitting marketing all in May, and they aren't talking to each other” |
| 04 | Adoption data arrives too late to act on | Six to twelve weeks post launch, survey dependent — “we wish we'd known sooner” |
| 05 | Confidential change can't share a single platform | M&A, restructures and leadership-only work needed to be fully siloed |
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WHY WE BUILT INITIATIVES

Central visibility and governance, decentralized execution

SCALE FORCED IT

Customers run hundreds of initiatives as flat topics. One runs 700 — that very quickly gets very messy.

NO MORE BOTTLENECK

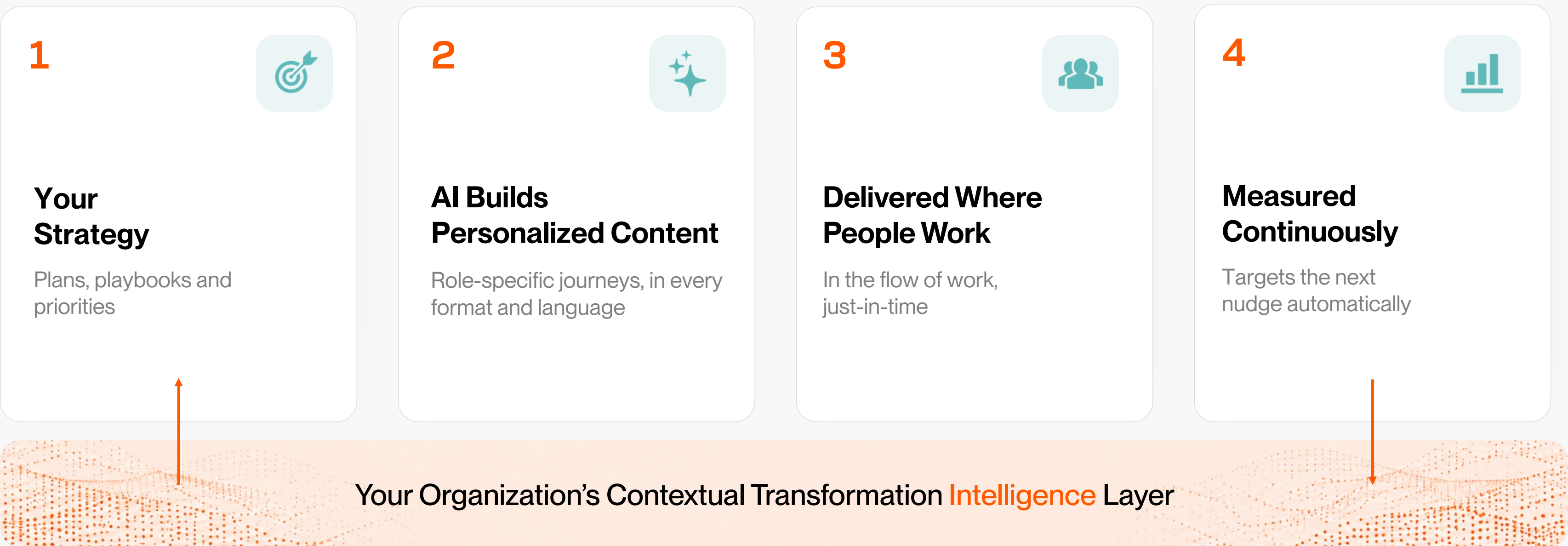
Sponsors, PMs and champions run their own change — without losing standardization or sight of it.

GOVERNANCE GREW UP

A quarter of the platform is now roles, permissions, approvals, confidentiality and audit.

“Multiple Tigerhalls inside a big Tigerhall” — everything still rolls up to the center.

Context: The Core of Tigerhall



🔄 **It's a loop, not a one-off.** Every cycle makes the targeting sharper — and the next push cheaper.



WHAT INITIATIVES IS BUILT TO DO

Every initiative gets its own space. You keep the whole picture.

STRUCTURE

Containers of any size, from a 200-person tool rollout to a 50,000-person merger. Custom roles per initiative. Confidential initiatives fully locked. Draft now, publish when ready.

CONTEXT

A knowledge base per initiative: drag in decks, PDFs, recordings. The platform generates content, delivery, feedback and reporting — and learnings carry forward to the next initiative.

AUDIENCES & EXECUTION

Org-wide stakeholder groups set centrally; owners target precisely on top. Smart triggers by behavior and frequency. Approval workflows configured per initiative.

INTELLIGENCE & GOVERNANCE

Portfolio timeline, change load and collision views. Watch lists track adoption movement; champions surfaced from data. Executive reports scheduled and sent automatically.

Platform Overview: Your AI Activation System

CONTEXT

Initiatives

All Initiatives

Enterprise AI Readiness Rollout

Active

Core Systems Update Q3 2026

Active

Stakeholder Groups

Demographics Workflow Actions Response Data

Billing Team (Periodic Invoice Run)

HOD (Ad-Hoc Headcount Approval)

Knowledge Base

Global Copilot Rollout

Global Strategy Docs

Deployment & Rollout Strat.ck.pdf

Target Oper Model.pdf

EXECUTION

Creator Studio

Content Creation

Podcast Video Livestream Power Reads Broadcast Trails Interactive forms 33 Languages

Smart Triggers

Joshua starts using Copilot

Triggers

Joshua receives content

First week with Copilot

In-Workflow Delivery

MS Teams Slack Google Workspace Mobile App Web App

Feedback Loops

Chloe

Rolling Out the New GTM Strategy

Joe

Explicit Comments Quizes Pulse Checks Polls Survey Reactions & Rating Implicit Content Consumption Social Interaction Engagement Pattern

GOVERNANCE

Decentralized Execution

Initiative Owners

Access Management

Permissions

INTELLIGENCE

Executive Reporting

Engagement Rates Across Marketing Team

Initiative Progress

Portfolio Overview

Claude Code Implementation 70%

Adoption Tracking

Claude Code Practitioners

1982 103

Not Started 1168 380

Persona Insights

IT - System Administrators

Engagement Rate

72%



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Polls Survey Reactions & Rating

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Before and After

BEFORE
Change management stops at tier one
Portfolio and saturation tracked by hand in Smartsheet and Excel
Adoption data six to twelve weeks late, survey dependent
Confidential work can't share the platform
Champions picked by nomination
Every new initiative starts from zero

WITH INITIATIVES
Tiers two to four run by their owners, to the same standard
Portfolio, change load and collision views populate automatically
Adoption movement visible by group, reports on schedule
Fully siloed initiatives with role-based access
Champions surfaced from who moved up the adoption curve
The knowledge base carries persona learnings forward

Set up an initiative. Hand it to
the business. **See everything
from the center.**

Create & Assign → Knowledge base → Stakeholder groups → Portfolio & change load → Adoption watch list



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