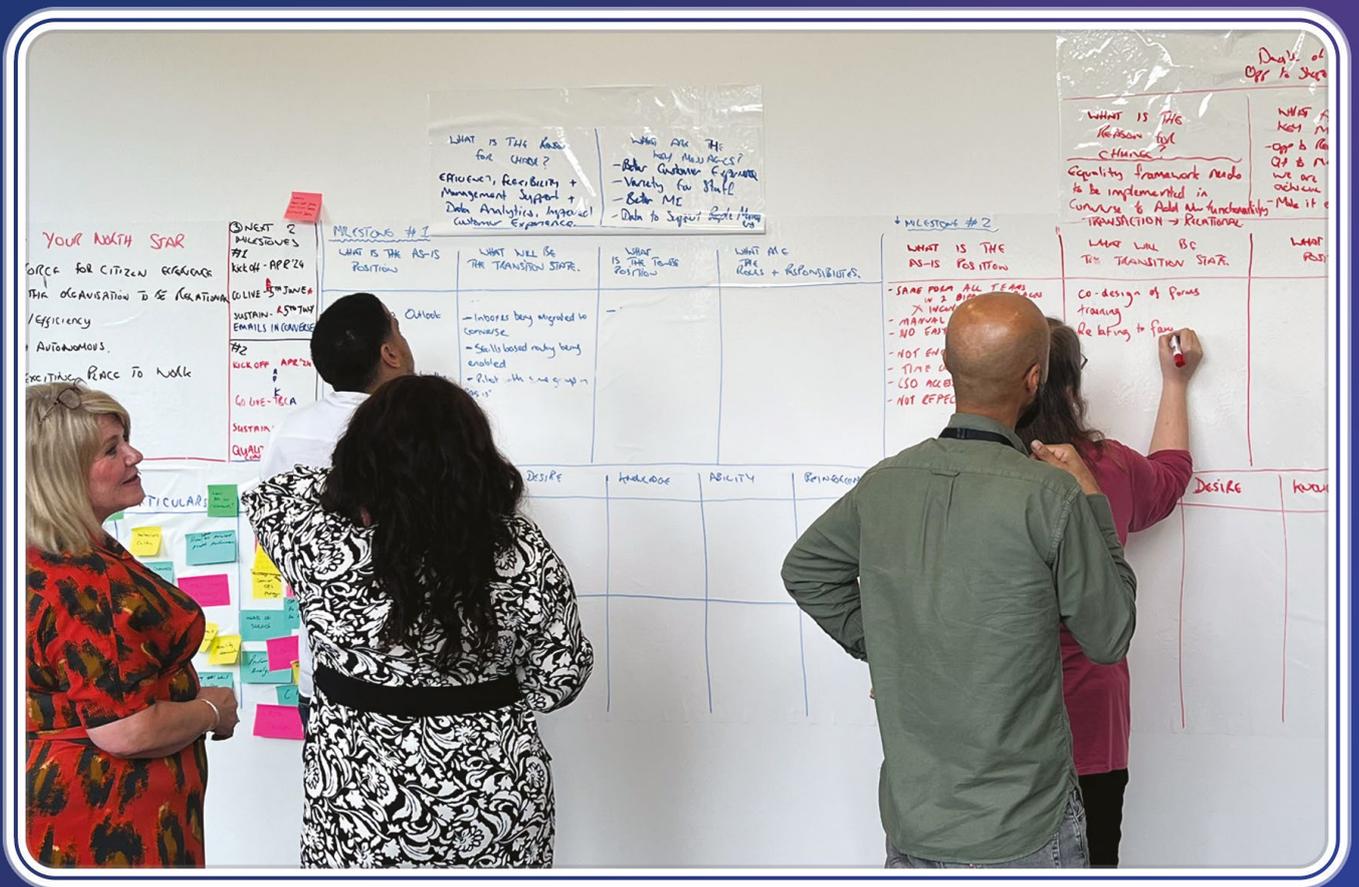


JADU

Leading with purpose: The London Borough of Camden has created a sustainable change-ready organisation.

A London Borough of Camden Case Study



SHIFTING TO A RELATIONAL AND OUTCOMES-DRIVEN APPROACH

The London Borough of Camden is undergoing significant digital transformation, shifting from a transactional model of citizen interaction to a more relational, outcomes-driven approach at Contact Camden. To enable this cultural shift, Camden partnered with Jadu's experienced consultancy team to embed sustainable change management capability within their leadership and frontline teams.

Jadu designed and delivered a tailored change management programme that brought practical, real-world change management expertise directly into Camden's organisation to build organisational capability. This has resulted in building confidence within teams, fostering accountability, and preparing the service for long-term digital transformation success.



THE CHALLENGE

Contact Camden was undergoing significant organisational, cultural and digital transformation. The leadership team recognised a need to shift from a traditional transactional service model to a more relational, citizen-centred approach. However, delivering this shift required strong internal capability in change management and a shared language for transformation. Additionally, frontline managers had experienced frequent change and were becoming fatigued, requiring a sensitive and empowering approach to reignite engagement and ownership.

The challenge was not only to upskill leaders and managers, but also to reignite their belief in their own ability to lead and sustain change.



THE SOLUTION

The Jadu Consultancy team co-designed with Camden a bespoke, phased Transformation Support Programme blending leading change management methodologies with a pragmatic, experience-based approach. The programme was carefully phased to guide leaders and operational managers through a structured journey of learning and reflection, while adapting to the unique context of Contact Camden and their roles.

Jadu's flexibility and contextual understanding ensured real-time adaptation of sessions, meeting Camden's teams where they were and driving immediate, practical value.



The programme included:

1. Demonstrate (SHOW)

Facilitated hands-on workshops to introduce the leadership teams to practical change management principles, aligned with Camden's transformation journey.

2. Collaborate (SHARE)

Jadu's consultants worked closely with leaders to support them to apply knowledge to real-world challenges, embedding learning through immediate application.

3. Empower (SUPPORT)

Leaders applied tools and newly developed skills in a live workshop with their reports, supported by Jadu consultants. This built their confidence and understanding in a live environment demonstrating their ability to lead teams through uncertainty.

4. Reflect (REFLECT)

Participants had one-to-one coaching, were supported with personal reflection and built deeper insight into leadership behaviour and growth opportunities with Jadu consultants. This helped to embed their learning and identify their areas for future development and receive tailored resources.

Following the success of the initial leadership engagement, Jadu was invited back to work with Camden's Customer Relationship Managers (CRMs), a team that had been significantly impacted by recent changes. Recognising the need for sensitivity and empowerment, Jadu designed a bespoke series of workshops focused on the CRM's evolving role as change leaders. By starting with reflective exercises, the sessions created a safe space for managers to explore their change journey to date and rediscover their influence in shaping the future.

THE RESULT

Every employee who attended reported finding the sessions engaging and valuable, with many describing them as a turning point in their professional development. The leadership team is now equipped with a shared language for change, with the change methodology and tools embedded into Camden's transformation framework. Managers have embraced their roles as change leaders, demonstrating increased accountability, proactive problem-solving, and stronger collaboration across the service.

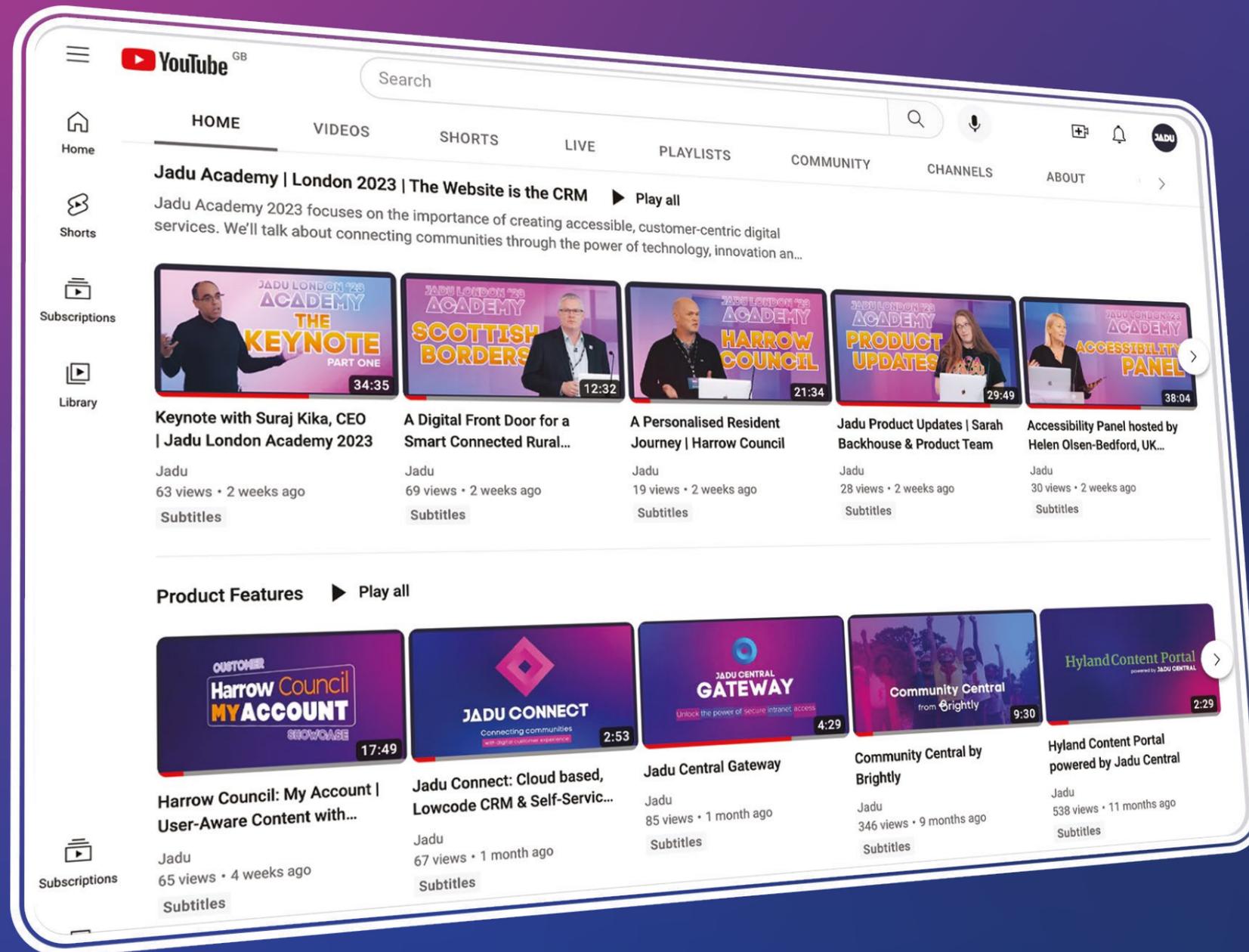
The CRM forum, now fully owned and driven by the team, has become a platform for sharing best practice and influencing senior decision-making. The first session focused on how technology can improve both staff and citizen experience and has already led to tangible service improvements.

As Camden enters a new phase of change, driven by external political shifts and leadership transitions, the organisation is well positioned to navigate this landscape with resilience. The tailored, pragmatic approach of Jadu's consultancy team has equipped Camden's frontline and leadership teams with the tools, mindset and capability to deliver

sustainable transformational change.

“This was easily the best training I have done to date and will lead to huge benefit for my teams and the people of Camden. Jadu's consultancy team's real-world examples helped bring learning to life and quickly moved us from concept into practical application. Since the sessions, we have revisited our service-wide approach to change using the new tools at our disposal, and we're already seeing positive results.”

- Phil Quickenden, Head of Customer and Registration Services, London Borough of Camden



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