



***“PLASTARC’s research and communication skills helped guide CFTC decision-making, supporting a clear future of work position. Their work effectively informed CFTC leadership on how to communicate that change.”***  
~ Mark Nyquist, Workplace Strategist, U.S. General Services Administration

## Commodity Futures Trading Commission Ushering in a Next-Gen Workplace

### Change Management

Government /  
Financial Technology  
2021-2023  
New York, NY  
Kansas City, MO  
Chicago, IL  
Washington DC  
680 Staff

The Commodity Futures Trading Commission (CFTC) is an independent regulatory agency responsible for overseeing national derivative markets, with offices in New York, Kansas City, Chicago, and Washington, DC. Having started downsizing their offices to comply with the footprint reductions mandated by the Office of Management and Budget in 2015, CFTC was already in the process of overhauling its workspaces. By 2021, the physical transition to a smaller workspace was well underway, but in order to facilitate the transition, CFTC had to present a consistent change advocacy plan both to leaders and employees. A partially unionized workforce, and the disjointed protocols that came with it, necessitated a versatile communication strategy that could serve all stakeholders.

PLASTARC was brought on in 2021 to simplify and streamline CFTC’s change management by developing preemptive timelines and an adaptive communication review process. After reaching a complete understanding of CFTC’s current processes through archival reviews, surveys, interviews, and workshops with both employees and management, PLASTARC worked with the GSA and STUDIOS Architecture to build guidelines for how CFTC could establish and maintain clear channels for communication and feedback. Now fully implemented, these guidelines have helped CFTC maximize productivity as its entire workforce navigates the pivotal switch to a hybrid workplace.



### Methods

- Oversaw **archival reviews** of internal and external data to better understand the company culture
- Conducted **surveys** and **interviews** to determine where communication gaps existed
- Held **workshops** to gain org-wide consensus around key change topics
- **Briefed** and **trained** Change Leaders so that they could more effectively and confidently communicate changes
- Provided ongoing **communications support** on a case-by-case basis



### Key Values & Outcomes

- Established a unified understanding of the underlying workplace changes and how they would be conveyed moving forward
- Designed a change management strategy that specified actionable approaches according to each communication’s channel, owner, and objective
- Helped to elevate the communication prowess of CFTC’s real estate and facilities management function