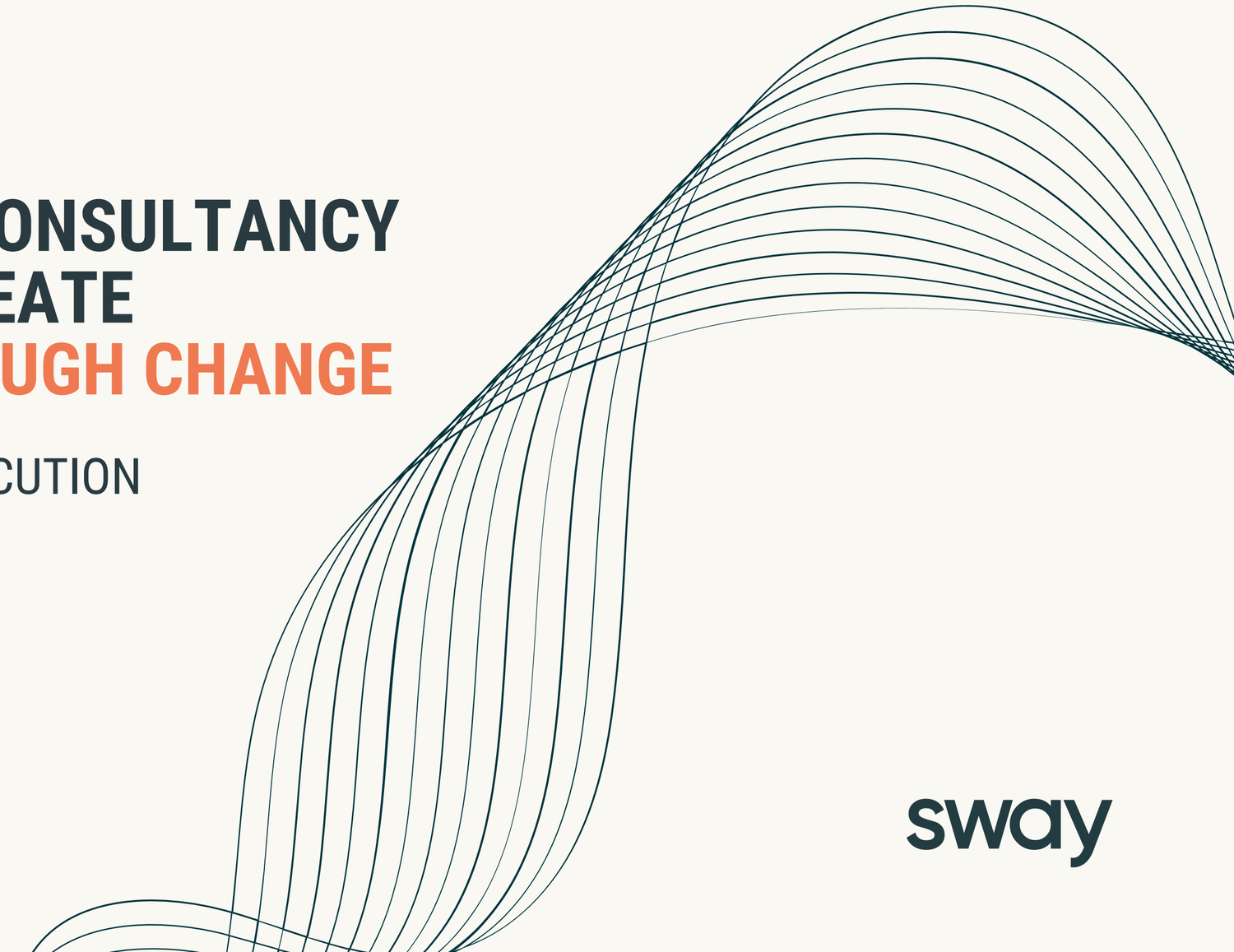


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SWAY IS A LEADERSHIP CONSULTANCY HELPING BUSINESSES CREATE ENTERPRISE VALUE THROUGH CHANGE

READINESS | RESILIENCE | RAPID EXECUTION



sway

CASE STUDY

ASTRO PAK USES ADAPTIVE INTELLIGENCE TO SUPPORT POST-ACQUISITION GROWTH

sway

THE CHALLENGE

Sway was engaged by Astro Pak, an industry-leading service company serving global clients including NASA, SpaceX, Amazon, Google and Pfizer. As a family-owned business with a highly tenured, distributed workforce, leadership sought to de-risk the transition to private-equity ownership while sustaining retention, performance and enterprise value.

THE PARTNERSHIP

Phase 1: Advisory Sprint

Working with the C-suite, Sway built a leadership toolkit to support change, focused on storytelling, resilience and relational leadership.

Phase 2: R3 Index

Initiated after the transition and with 81% participation, the index identified a potential future decline in engagement scores, productivity risk in the most growth-dependent department, and an opportunity to improve communication and management competency

Phase 3: Grounded Edge

The partnership extended into delivery, with targeted management training, interviews and focus groups to address productivity issues, alongside a cultural and communications campaign to reinforce inclusion and belonging.

Phase 4: Listening

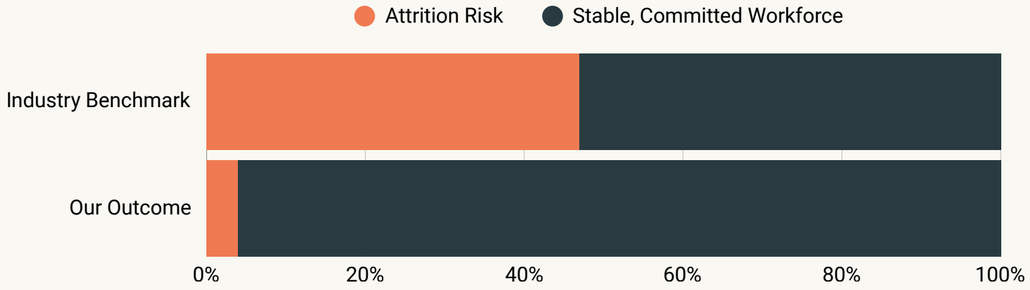
Astro Pak commissioned ongoing listening and a second R3 Index for 2026, with Voicebox to be piloted as part of a long-term commitment to workforce improvement.

THE RESULTS



96% INTENTION TO STAY

Attrition risk of 3.45%, outperforming M&A benchmarks for first year post-acquisition by 14–18 times *



THE IMPACT

"Sway has been our trusted partner through eighteen months of significant change—from ownership transition to preparing for major growth. They've helped our leadership team navigate the psychological challenges of M&A while keeping the organization stable – providing not just confidence in our growth strategy, but also early signals when we need to course-correct."

Ken Carroll
PRESIDENT

CASE STUDY

MOODLE USES GROUNDED EDGE™ FOR THEIR GLOBAL TRANSFORMATION KICKOFF

sway

THE CHALLENGE

Moodle, a market-leading learning management system, hosted a leadership summit in March 2025 to support a global transformation following years of organic and inorganic growth. The incoming CEO engaged Sway as the exclusive delivery partner for the three-day kickoff, combining structural alignment with leadership development to mobilise leaders as ambassadors for change.

THE PARTNERSHIP

In partnership with Moodle's People & Culture team, Sway delivered interactive, psychology-backed sessions to challenge assumptions, establish new ways of working and align leaders around a shared framework for change.

Content included:

- Why transformation fails
- Finding agency in adversity
- Rehearsing success with storytelling
- How to bring others with you
- The science of stress & resilience
- Building trust through communication

THE IMPACT

"Sway was an invaluable partner in our recent global leadership summit, which brought together 30 leaders from across our business. Their sessions, centred on uniting teams through a period of transformation, were highly effective and engaging. The team's inclusive approach ensured that every participant felt empowered to contribute, helping us work through key communication challenges and develop new, collaborative ways of working. Their dedication to truly understanding our team allowed them to co-create a custom programme that was both impactful and fun, delivering real, lasting value."

Tamara Smith

Chief People Officer

OUR APPROACH

PRE- CHANGE

THE R3 INDEX™

INTELLIGENT FORESIGHT ON EXECUTION CAPACITY & RISK

A validated organisational psychometric translating change capacity and emerging risk into clear actions to speed up execution.

DEPLOYMENTS

- Pre-M&A/Transformation intelligence
- Leadership & cultural due diligence
- Post-M&A integration
- AI readiness

DETAIL

Proprietary survey and data science–driven analysis. Delivered end-to-end in ~8 weeks from discovery to completion.

DIFFERENCE

Maps present and future capacity of an organisation rather than lagging employee sentiment data based on past feelings.

DURING CHANGE

SWAY VOICEBOX™

LIVE SIGNALS ON SENTIMENT & BLOCKERS TO GROWTH

Real-time workforce intelligence that turns employee voice into actionable insight, helping leaders deliver change faster.

DEPLOYMENTS

- Agile transformation
- M&A integration
- Rapid scaling
- Issues & crises

DETAIL

Human-in-the-loop AI, delivered on a monthly subscription. Voluntary and anonymous input, with secure handling and controlled access.

DIFFERENCE

Captures employee insights, not 1–5 survey scores, so leaders can intervene and course-correct before execution pace slows.

TARGETED ACTION

GROUNDED EDGE™

C-SUITE ADVISORY & SPECIALIST TRAINING

Hands-on execution support translating insight into leadership capability, operating capacity and performance improvement.

DEPLOYMENTS

- Pre-change kickoffs
- Advisory sprints
- Organisational narrative
- Resilience coaching

DETAIL

Award-winning IP on resilience and adaptability, including immersive training techniques designed to build capacity under pressure.

DIFFERENCE

Evidence-based insight with senior, practical execution support so change lands under real operating pressure.

OUR METHODOLOGY

ADAPTIVE INTELLIGENCE

Developed by award-winning organisational psychologists and LSE alumni, our methodology is grounded in decades of research on organisational transformation and the psychological contract.

We focus on **ADAPTIVE INTELLIGENCE** — extending agility beyond speed to include forward-looking diagnosis, real-time organisational signal and resilience.

We believe the future of workplace performance lies in rapid action–feedback loops. By translating academic rigour into applied tools, we help leaders distribute adaptability at scale and sustain execution through change.

ASTRO PAK®

Abogadas MX

moodle

Shell

Fremantle

White Fern

Harriet

PROSPIRA GLOBAL

mva Minerva Virtual Academy

sway

ABOUT US

OUR TEAM COMBINES DECADES OF LEADERSHIP EXPERIENCE WITH A GLOBAL NETWORK OF LEADING RESEARCHERS AND PRACTITIONERS WHEN SPECIALIST INSIGHT IS REQUIRED



Marina Mayer
Co-Founder & CSO

As a former People leader and Organisational Development consultant, Marina specialises in talent strategy, executive coaching and scaling cohesive organisations. She has a master's degree in theology as well as an MSc in Organisational & Social Psychology from the London School of Economics



Mike Cerillo
Co-Founder & CCO

Mike has over 20 years experience as a Go-to-Market and Commercial leader in large corporates and successful startups, and brings lived experience of scaling and M&A challenges into Sway's work. He holds an MSc in Organisational & Social Psychology from the London School of Economics,



Olivia Griffiths
Co-Founder & COO

Drawing on extensive C-suite experience in private markets and financial services, Olivia works with boards and executive teams to reduce execution risk during change and transformation. She holds an MSc in Organisational & Social Psychology from the London School of Economics and is a CIPD Chartered Fellow.



Marcus Hyett
Fractional CTO

Marcus brings decades of expertise from product leader roles at Meta and Posthog to Sway's technology solution, Voicebox. He also advises on adoption, information security and AI innovation to help Sway deliver thought leadership through cost-effective mechanisms



Elisa Garcia
Research Analyst

Elisa is a Behavioural Science consultant with a background overseeing the management and implementation of end-to-end DEI and leadership programmes for multinational corporations. She holds an MSc in Organisational & Social Psychology from the London School of Economics