



Strategic Change at TierPoint *From Overload to Alignment*

When TierPoint set out to transform their sales strategy, they were navigating three major changes at once. The company was launching a *new go-to-market message*, introducing a *restructured sales team* centered around a new role, and rolling out a completely *new tech stack*—all right upon the heels of a leadership change.

The pressure was real: employees were fatigued by change, leaders were spread thin, and the risk of misalignment and resistance was high. Without the right strategy to bring people along, these critical initiatives were at risk of falling flat.

That's where Wolf & Heron came in. Over a six-month partnership, we helped TierPoint turn their strategy into momentum—aligning sales leaders, engaging a 200-person team, and designing experiences that didn't just inform but moved people to action.

Working hand-in-hand with the revenue enablement team, we brought communication, engagement, and learning design expertise that made the difference. From high-impact leadership sessions to the most interactive SKO TierPoint had ever run, we helped build buy-in, upskill the team, and accelerate execution.

It was the most interactive SKO we've ever had.

— Karen Loiterstein,
VP Revenue Enablement

The Impact



STRATEGIC RELEVANCE

Breakout sessions felt tailored, timely, and on point. Participants said they were “wrestling with exactly what they needed to.”



ENGAGEMENT THAT STUCK

The most interactive SKO to date. Attendees stayed engaged in session, and kept the conversations going over dinner.



ACTIONABLE OUTCOMES

Clear, achievable next steps came out of each experience, grounded in the strategy and owned by the teams.



REPUTATIONAL IMPACT

Participants called it “the best SKO yet.” Our partnership is now a driver of annual improvement and expectation.

How We Made It Happen

To drive the outcomes, we engaged with Tierpoint at three key moments.

Biannual Leadership Meeting

Turned buy-in into ownership.

- > Advised on the high-level agenda for a high-stakes leadership session.
- > Designed an open and honest conversation about leading change to avoid performative alignment.
- > Aligned 25 leaders to lead change as a cohesive and synchronized team.

Sales Kickoff 2025

Designed moments that moved people from knowing to doing.

- > Crafted 6+ hours of custom experiences to deepen connection to strategy.
- > Designed breakouts for relevance, action, and psychological safety.
- > Trained internal talent to facilitate on-site sessions successfully and supported general session messaging.
- > Anchored the event in driving behavior change, not just information sharing.

Go-Live of New Tech Stack

Brought structure to scale.

- > Advised on the strategy, structure, and delivery of a 6-week Go-Live program.
- > Designed a curriculum blending live and self-paced learning to support adoption across roles.
- > Embedded learning moments that reinforced key behaviors aligned to the new systems.



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It was an absolute pleasure partnering with Wolf and Heron to drive meaningful change at TierPoint!

Their expertise in creating engaging and impactful discussions helped to ensure clarity, alignment, and enthusiasm for our initiatives.

The survey results from participants after the event was that it was the best SKO ever. The level of interactivity in our breakout sessions was unmatched and directly connected to the work.

The resulting buy-in to our strategy is extremely high.

I am forever changed by our partnership and excited to continue the momentum!

— Karen Loiterstein, VP Revenue Enablement, TierPoint

Tired of your SKOs falling flat?

We turn strategy into stories, and presentations into participation. Together we can make your next SKO worth the investment.

Book a free 30-min planning session.

Let's talk about how to make your next high-stakes moment interactive, aligned, and unforgettable. No strings attached.

[BOOK A CALL](#)



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