

Supporting a business through large-scale transformation

The challenge

Rackspace Technology was navigating a significant period of change, including IPO preparation, restructuring, leadership changes, and wider transformation initiatives across the business.

The organisation needed clear, consistent messaging that could maintain alignment, support employees through change, and reinforce communication across leadership, sales, PR, and internal teams.

How Coach helped

Coach supported a range of internal and external programmes focused on transformation, engagement, and commercial alignment.

Support included

- leadership communications
- employee engagement
- transformation and change support
- sales enablement support
- PR and messaging alignment
- strategic planning and executive support

The outcome

Communications became a central part of maintaining alignment and supporting commercial momentum during a complex period of change.

Results

95%
employee
understanding
of IPO rationale

85%
message
alignment
across PR
coverage

- ✓ \$780k of sales pipeline delivered via comms-led sales enablement programme
- ✓ significant reduction in PR spend while maintaining coverage levels



Brand and communications were essential to our success through years of transformative change leading up to our successful listing on the NASDAQ.

Communications also played an important commercial role, helping us maintain consistent messaging across sales, media relations, and analyst engagement throughout the process.

Darren Norfolk, Managing Director