



## Change Management

"I don't UNDERSTAND it"

"I don't LIKE it"

"I don't TRUST you"

## Change Management

Technology is highly integrated in today's business world. Software of any kind – tools, systems and platforms – are important companions for employees in every area of their work.

The implementation of new technologies is therefore a process that determines the success or failure of a company – and well thought-out and structured Change Management is central to its outcome.

Because: It is not just about functioning technology. It is about changes in culture and the ways of working – a true transformation. With our Digital Enablement support, we will help you to ensure that this transformation succeeds.

## Why Change Management Matters

### Reasons why IT Projects fail



Change Management, Communications & Training

### Purpose of Change Management in IT Projects

- **Reduce Risk:**  
decrease productivity loss after go-live
- **Increase Adoption Rates:**  
push user engagement
- **Reach Sustainability:**  
ensure long-term benefits of transition
- **Change Mindset & Culture:**  
respect cultural aspects of change
- **Adopt Behavior:**  
assure changes in user behavior
- **Align Organization:**  
reconcile leadership with change strategy

## Overview Change Management



### Change Strategy & Business Readiness

Addresses **change impacts**, establishes and monitors business readiness. Plans for change strategically and tactically.

Aligns **leadership** according to change strategy and incorporates **cultural factors** to promote behavioral change.



### Communication & Engagement

Creates **awareness** and understanding by addressing and engaging the relevant **stakeholder groups** in a targeted and consistent way.



### Training & Enablement

**Fosters adoption** to new system and **new behaviors** in the community through different learning & enablement formats.

## Deep Dive: Change Strategy & Business Readiness

### Change Strategy



#### Bring it to Live

Create a change strategy that is meaningful to the stakeholder groups, with constantly assessing business impacts and conducting business soundings

### Stakeholder Heatmap



#### Identify Stakeholders

Identify and assess stakeholders impacted and involved in new system implementation processes

### Leadership Alignment



#### Conduct Leadership Lab

Strengthening of leadership sponsorship and commitment in a tailored, interactive workshop format

### Business Impact Assessment



#### Identify and assess Changes

Derive communication, change and training measures in order to support adoption of changes

## Deep Dive: Communication & Engagement

### Information Level



Working with thoughts, information and rationality

### Emotional Level



Working with emotions & reactions

### Trust Level



Working on changing perspectives



Instructional Videos



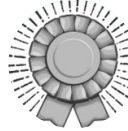
Intranet Page



Radio Station



Roadshows & World Café



Change Advocate Network & Communities



All Hands Meeting



Leadership Labs



Pulse Checks



Success Stories

## Deep Dive: Training & Enablement

Inform me  
Show me  
Let me do it  
Support me

**"I understand the basics and feel comfortable with the system"**

→ WHAT IS IT?

Introduce the new way of working within the new system

**"I understand how processes work within the new system"**

→ WHAT IS IT ABLE TO DO?

Show and explain what the system is able to do

**"I am ready to use the new system in my daily work!"**

→ HOW DO I?

Enable the usage of the new system

**"I need additional support before and after go-live!"**

→ WHY DOES IT?

Provide support before and during the hypercare phase

### Learning Nuggets

Quick Reference Cards

Instructional Videos

Q&A Session

Key User Concept

# Deloitte Jump Start Package

The unique **Deloitte Jump Start Lab®** brings your change management up to speed right at the beginning of your project:



An aligned leadership team with a clearly defined **purpose, change vision** and a deeper sense of **ownership**



A **comprehensive understanding of your stakeholder landscape** with focus on change readiness as well as learning and user adoption preferences



A **targeted and tailor-made change and communication plan** with prioritized actions for all your main stakeholders

## ➤ Your take-aways after the 1-day-Lab:

- First draft of the Change Story and Vision
- Stakeholder Map including most relevant stakeholder groups
- First ideas for Change and Communication Plan
- Empowered change team
- Action Plan for next steps

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