



# Seven Secrets to User Adoption Success

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MBI – GP Strategies Company Confidential

## *Introductions*

Presenter Name

Business Transformation Solutions  
GP Strategies®

Presenter Name

Business Transformation Solutions  
GP Strategies®



# Objectives

Define

Challenges to User Adoption Success

Describe

Key Aspects of User Adoption: Change, EUT, and Post-Live Readiness

Share

Our 7 Secrets to User Adoption Success

Learn

How to Assess Your Initiatives

# What Drives Software Success



A focus on  
USER ADOPTION  
helps drive  
software success.



The Technology Services  
Industry Association (TSIA) asked,  
*"What is the most  
IMPORTANT FACTOR  
in realizing value?"*

## • • • Key TSIA Takeaways • • •

**72%** said  
Effective User Adoption  
was the most  
important factor for  
realizing value.

Enabling Better Usage  
was cited as the  
most important  
factor for existing  
software deployments.

*"Many a software  
deployment delivers  
100% on the business  
requirements only to  
fail in the final phase of  
user adoption."*

# Majority of Issues Organizations Face are PEOPLE Related

62%

## PEOPLE

- ✓ Change Management
- ✓ Internal Staff Adequacy
- ✓ Project Team
- ✓ Training
- ✓ Resource Allocation
- ✓ Management Support
- ✓ Consultants
- ✓ Ownership
- ✓ Discipline

16%

## PROCESS

- ✓ Program Management
- ✓ Process Reengineering
- ✓ Stage/Transition
- ✓ Benefit Realization

9%

## TECHNOLOGY

- ✓ Software Functionality
- ✓ Application Portfolio Mgt.
- ✓ Enhancements/Upgrades

3%

## KNOWLEDGE ASSETS

- ✓ Data
- ✓ Reporting

User adoption (the ability for employees to be ready for the changes an implementation brings, and their ultimate performance) DRIVES success, overall system performance, and Return On Investment (ROI).

SOURCE: Benchmarking Partners (Based on a study of 62 companies that have gone live with an ERP system) NOTE: Rounded percentages: not all categories are shown.

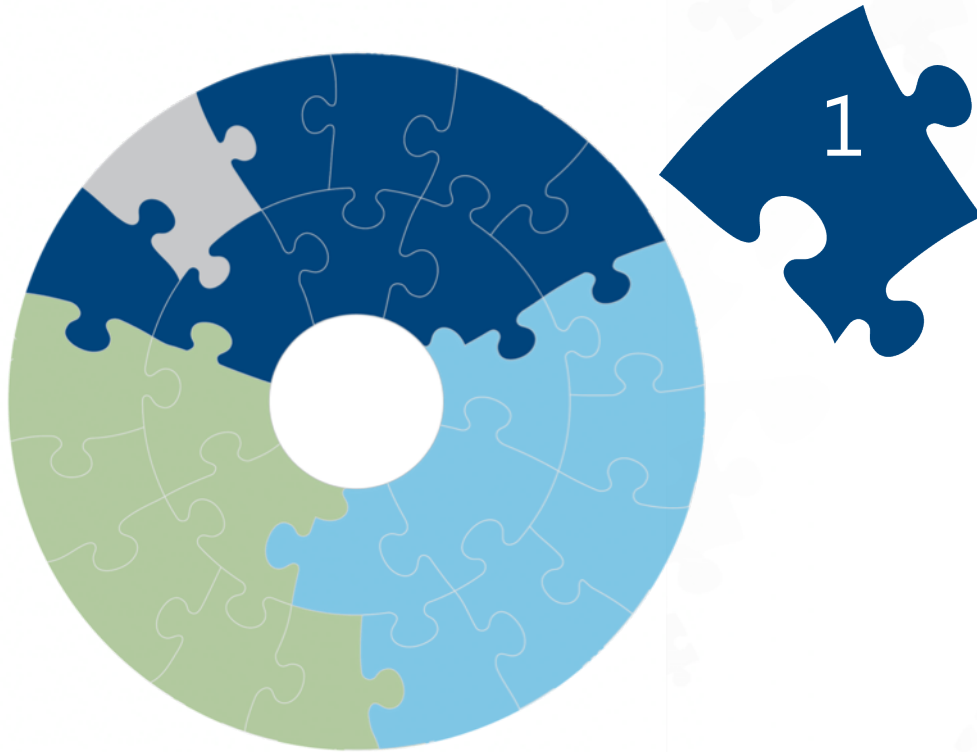


Change  
Readiness

Post-Go-Live  
Readiness

End-User  
Adoption  
Readiness

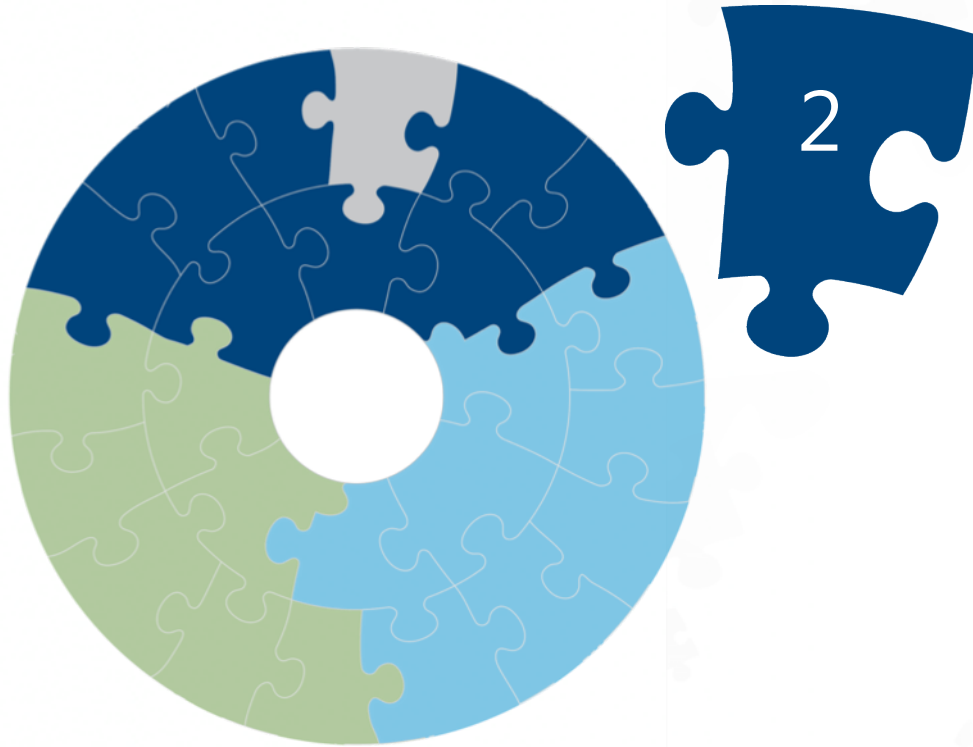
# Secret #1 – Balance Change Strategy with Tactical Execution



A strong OCM plan includes resources and plans that focus on BOTH strategy and tactical execution.

- Focus on strategy, execution, & delivery.
- Choose the right mix.
- Understand and mitigate culture risks.

## Secret #2 – Leadership Alignment & Commitment Are Key



Strong leadership alignment & commitment is the key that opens doors and minds.

- Awareness vs commitment
- Begin with a story
- Alignment vs commitment



# Secret #3 – Focus Training on System Tasks and Business Processes



A good training design, development, and deployment strategy focuses on BOTH system tasks and business process changes.

- Start with, why?
- Blend process training into system training.
- Use modern classroom design.

## Secret #4 – Design Training to Be Role Based



Using job task analysis and role mapping as key inputs, take the time to design and develop training that is role based.

- Use reverse or flipped classroom.
- Develop learning journeys.
- Make use of technology.

# Secret #5 – Integrate Hands-On Training & Storytelling



Use adult learning methodologies such as hands-on training and storytelling as part of the training design and strategy.

- Design for experience.
- Use real stories.
- Leverage technology.

# Secret #6 – Go Live Is Not the End—It's the Beginning



Deciding to have a Sustainment Plan is the first step towards maximizing end-user adoption and realizing the true benefit of your business transformation and IT investments.

- Include adult learning strategies.
- Provide “at the moment of need” help.
- Integrate long-term OCM strategies.

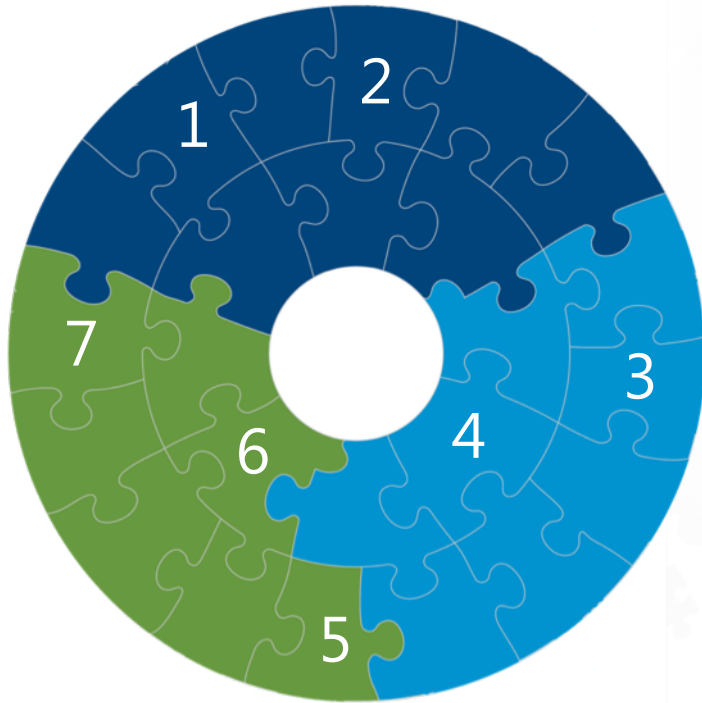
# Secret #7 – Sustainment Requires Resources



A solid Sustainment Plan includes performance support materials and people resources.

- 75% of learning is on the job.
- Where did all the people go?
- Why does training end before go live?

# Putting the Puzzle Together



1. Balance Change Strategy with Tactical Execution
2. Leadership Alignment & Commitment Are Key
3. Focus Training on System Tasks and Business Processes
4. Design Training to be Role Based
5. Integrate Hands-On Training & Storytelling
6. Go Live Is Not the End—It's the Beginning
7. Sustainment Requires Resources

## Poll Question

How do you assess your readiness around OCM, EUT Adoption, and Sustainment?

- A. We don't need to.
- B. We guesstimate. 😊
- C. We use a survey.
- D. We could use some help with that.

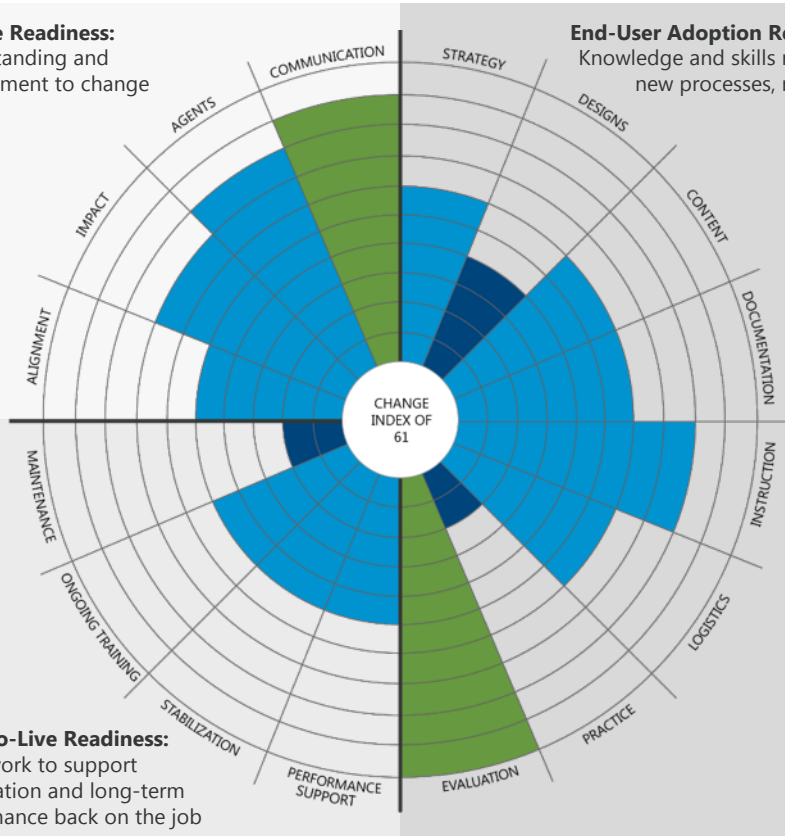


# Your Results Summary

## SAMPLE Scorecard

**Change Readiness:**  
Understanding and commitment to change

**End-User Adoption Readiness:**  
Knowledge and skills related to new processes, roles, and job tasks



**Post-Go-Live Readiness:**  
Framework to support stabilization and long-term performance back on the job

SECTOR	SECTOR LABEL	VALUE	ADOPTION RISKS
<b>Change Readiness</b>	Alignment	5	Validated course designs & level of effort
	Impact	7	
	Agents	8	Training database available
	Communication	9	Training database maintenance plan
<b>End-User Adoption Readiness</b>	Strategy	6	Training content maintainers ID'd and trained
	Designs	4	
	Content	6	Training maintenance communications plan in place
	Documentation	6	Role the business must play
	Instructors	8	Users trained to access performance support
	Logistics	6	
	Practice	2	Help desk prepared for post-go live
	Evaluation	10	Ongoing training resources ID'd
<b>Post-Go-Live Readiness</b>	Performance Support	5	
	Stabilization	5	
	Ongoing Training	5	
	Maintenance	2	



# Wrap Up – Call to Action

What you can do today, or before your next project, to make an impact on end-user adoption:

- Assess your readiness in the three key areas of OCM, End-User Adoption, and Sustainment.
- Use your assessment results to gain buy-in for budget, resources, more time.
- Use research and data to gain leadership alignment and commitment.
- Call GP Strategies if you would like to see our End-User Adoption Scorecard.

Q & A

The image features the text "Q & A" in a large, white, sans-serif font against a solid blue background. The letter "Q" is on the left, followed by an ampersand "&" in the center, and the letter "A" on the right. Above the ampersand, there are two overlapping white speech bubbles, one slightly behind and to the right of the other, suggesting a conversation or dialogue.



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Making a meaningful impact on the world together.

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