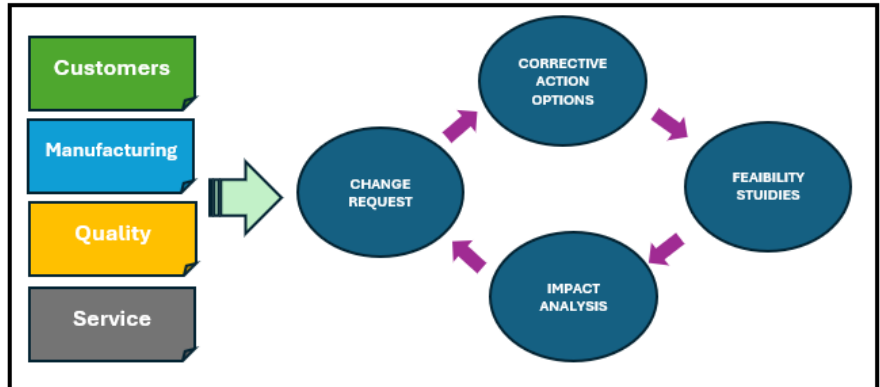




Why is Enterprise Change Management so important?

The speed of change in today's products, is at a speed that has never been seen before. The cycle of receiving feedback from customers, suppliers and manufacturing comes in at a constant flow and provides opportunities that need to be addressed as soon as possible to make a positive impact. The challenge is two-fold; One—is the need to gather, understand, assess and prioritize what changes are needed both to the product and the process in order to deliver quality customer satisfying product. Two—how do you create, implement and execute a highly efficient enterprise change process to drive the needed speed of improvements to the marketplace to keep customers satisfied.

So how do we define Enterprise Change Management (ECM)? ECM is the holistic approach to the planning, managing and executing the product / process change process within an organization. This includes the integration and implementation of the processes and systems needed to execute the product/process change process from a cross-functional enterprise perspective.



Benefits of Enterprise Change Management

The benefits of Enterprise Change Management are:

- ◆ Cross-functional input and collaboration from “input” to “impact” to “execution”
- ◆ Improved utilization of human capital
- ◆ Faster time to market for product changes
- ◆ Improved operational efficiencies for manufacturing and vendor processes
- ◆ Overall increased customer satisfaction by delivering product quality improvements

The Key Steps to a Successful Enterprise Change Management Process

The key steps to developing and implementing a successful Enterprise Change Management Process are:

- ◆ Optimize the ECM process for the Enterprise not for a function—Ensure that you take an enterprise approach in optimizing the process to ensure overall performance and efficiency. We see too often, that companies optimize for a function within the ECM process versus assessing and optimizing for the holistic process. Ensure cross-functional involvement in the creation and metrics for the ECM process to drive operational efficiency and continuous improvement
- ◆ Integrate the needed systems to optimize the execution of the ECM process. However, do not let the system drive how your organization plans and executes the ECM process. The system needs to compliment the organization's process and enhance its execution versus dictating “how” the process will be executed.
- ◆ Ensure you include all data elements within the ECM process. You need to bundle and include all product and process information within the ECM process. This needs to include all cross-functional artifacts and data elements to totally understand the impact of the change to the company.

Enterprise Change Management is a pillar for success in terms of delivering consistent and continuous product and processes improvements to your customer and internally to improve operational efficiencies. The integration of planning, assessing, designing and implementing product/process improvements is integral to delivering business value.

At DRIVEN-4 we have industry proven processes and practices that we can introduce your organization to in terms of defining and implementing an efficient ECM process. If you'd like to talk about how we can help you give us a call!

Next Month: Driving enterprise Digital Transformation—where should I start?