



Organizational Change Management—Key to Success

In today's business environment, the success of technology / digital transformation programs is more dependent on the people and culture in the company than the actual technology solution and its viability to solve the business need at hand. It was not long ago when the technology and its capabilities were the challenge at hand to be successful. Currently success is linked to the approach needed to bring the organization, its understanding and impact to the methods of work and addressing these challenges in order to get the solution implemented, embedded and provide business value to the organization. This practice is known as Organizational Change Management (OCM). So what is involved in the practice of Organizational Change Management?

Organizational Change Management (OCM) Pillars

The main pillars within an OCM strategy center around:

Awareness: The need for the organization to understand the reasoning for the change. Then understanding and assessing what will be changing and the impact to the end users working Environment. Also, providing context around the risk of not making the change.

Desire: Understand the motivating factors or consequences (good or bad) related to the change that impacts people's desire or objection to the change. This understanding is key to getting people on board with the change.

Knowledge: Understanding the skills and knowledge needed to successfully make the change. Ensuring the needed training and support are provided during the program and after implementation.

Ability: Assessing the gap that needs to be closed to make the change successful. What could stop the organization from being successful? How do you get these new skills in the organization?

Reinforcement: Understand and assess what elements will be needed to reinforce the organization to sustain the change after implementation. What incentives are in place to make the change stick? What incentives are in place that will not support the change?

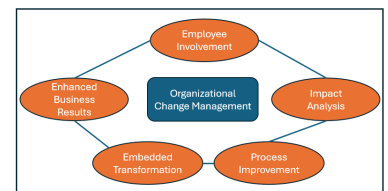
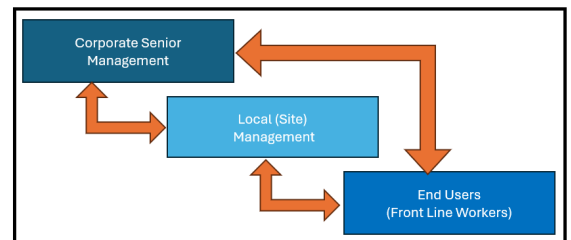
Once these elements are understood, the key to enabling success is how the organization will eliminate the barriers in each pillar and constantly reassessing and modifying the methods to eliminate the barriers till the desired results are achieved.

Organizational Support for OCM

In order for OCM to be successful, the organization needs to approach OCM in a layered approach in terms of management support. There needs to be a structured corporate management layer that champions the change from a strategic perspective. Their focus will be to eliminate the barriers for success. The local (site) management needs to be in touch with the pulse of the local site personnel and address and questions, feedback and needs from the user community that is being impacted by the change and to ensure reinforcement to embed the change into becoming the "new way of work" within the organization.

The benefits for utilizing Organizational Change Management comes in many forms. One critical benefit is to enhance business results and improve the future success of the company. Other key aspects is to create the foundation for current and future success for major changes in the way the company operates. It is also imperative in removing the internal barriers between management and employees.

If you'd like to talk about how we can help you develop an OCM capability give us a call!



Next Month: What is enterprise change management so important:?