Change Management Strategy

This is a framework for my approach.
The format is adapted to client branding.

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What's Inside

- Clear Definition of Change
- Stakeholder & Impact Analysis
- Change Governance & Leadership
- Communication Strategy & Plan
- Training and Enablement
- Engagement and Adoption
- Measurement & Success Metrics
- Sustainment & Reinforcement

Clear Definition of Change

Vision and Objectives

- Why the change is happening and what success looks like.
- What are the pain points to be eliminated?
- How will success be measured?
- Who is the audience for measuring the results?

Scope

- What's in and out of bounds for this change?

Case for Change

- The "why now" that connects to business drivers.
    - Cost savings
    - Competitive advantage
    - Market expansion
    - Compliance
    - Productivity
    - Customer acquisition
    - Etc.

Stakeholder & Impact Analysis

Stakeholder Mapping

- Identifies who is affected:
    - Executives
    - Employees
    - Customer
    - Partners, including Suppliers

Impact Assessment

- Identify how different groups of stakeholders will be impacted.
    - Process
    - Technology
    - Culture
    - Roles

Resistance Points

- Identify where pushback will occur.
- Pushback points from each group might differ.

Change Governance & Leadership

Sponsorship Model

- Defines executive sponsors, their visibility, role definition, and engagement model.

Change Agent Network

- Identifies champions across departments to reinforce adoption.

Decision-making structure

- Approval process.
- Escalation process.

Communication Plan

Messaging

"Plain Talk" for the What, When, Why, and How.

How you sound, what you say, and how authentically you connect with your audience.

- Leadership Voice

- Message Framing

- Emotional Voice

Channels

- AI Powered Conversational Chat

- Email

- Workplace Solution Messages

- Town Halls

- Conference Calls over a video platform like Zoom

- Leadership Cascades

- Videos

Timing

- Sequenced communication aligned with project milestones.

Feedback Loops

- Mechanisms for employees to ask questions or raise concerns.

Training and Enablement

Learning Needs Analysis

- What skills or knowledge employees need.

Training Delivery

- Method for delivering training:
    - Instructor-led
    - E-learning
    - Job aids including FAQs
    - Simulations
    - Train the Trainer

Support Tools

- Help Desk
- Peer Coaches
- Practice Environments

Engagement & Adoption Tactics

Involvement Opportunities

- Workshops

- Co-design Sessions

- Demonstrations

- Pilots

- Testing

Incentives & Recognition

- Methods to reward early adoption and positive behaviors.

Cultural Alignment

- What are the organization's values?

- Are the behaviors and ways of working aligned to those values?

- Is there an opportunity to be deliberate in aligning behaviors to those values?

Measurement & Success Metrics

Adoption Metrics

- Usage
- Participation in Training
- Business Process Outputs

Performance Metrics

- Productivity
- Error Reduction/Quality Improvements
- Sales Growth
- Customer Acquisition
- Market Expansion
- Cost Reduction
- Etc.

Feedback & Surveys

- Gauge sentiment and readiness.

Benefits Realization

- Storytelling around the current state and ideal state.
- Articulating the impact on business outcomes.

Sustainment & Reinforcement

Post-go-live Support

- Hypercare
- Office Hours
- Coaching
- Continued Training

Continuous Communication

- Updates on progress and wins.
- Feature employee success examples.

Achieving Cultural Alignment

- Integrating delivery success into performance reviews.
- Celebrations

Retrospectives and Iterative Improvements

- Adjustments based upon lessons learned.