

Change Adoption & System Utilisation

Client Overview

- Professional services organisation
 - Recently implemented monday.com
 - Low user engagement post-deployment
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Challenge

Despite investing in monday.com, the organisation experienced:

- Low system adoption (<30% active usage)
- Teams reverting to email and spreadsheets
- Lack of clarity on how to use the platform
- No defined ownership or governance

Impact:

- Technology investment is not delivering value
 - Fragmented ways of working
 - Increased operational inefficiency
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Approach

1. Diagnose

- Conducted adoption and usage analysis
- Identified behavioural and structural barriers
- Assessed stakeholder engagement levels

2. Design

- Developed a change management strategy
- Defined user roles, responsibilities, and workflows
- Simplified system architecture

3. Deliver

- Reconfigured boards aligned to real processes
- Delivered role-based training sessions
- Introduced clear usage expectations

4. Embed

- Established adoption tracking metrics
 - Introduced leadership accountability
 - Reinforced behaviours through regular check-ins
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Outcome

- Adoption increased from **<30% to over 80% within 8 weeks**
 - Significant reduction in email-based coordination
 - Improved consistency in ways of working
 - Increased confidence in system usage
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Key Insight

Adoption is driven by clarity, simplicity, and leadership reinforcement — not training alone.