Ensuring System Adoption:
A Change Management Story

Angel Lance
President & CEO

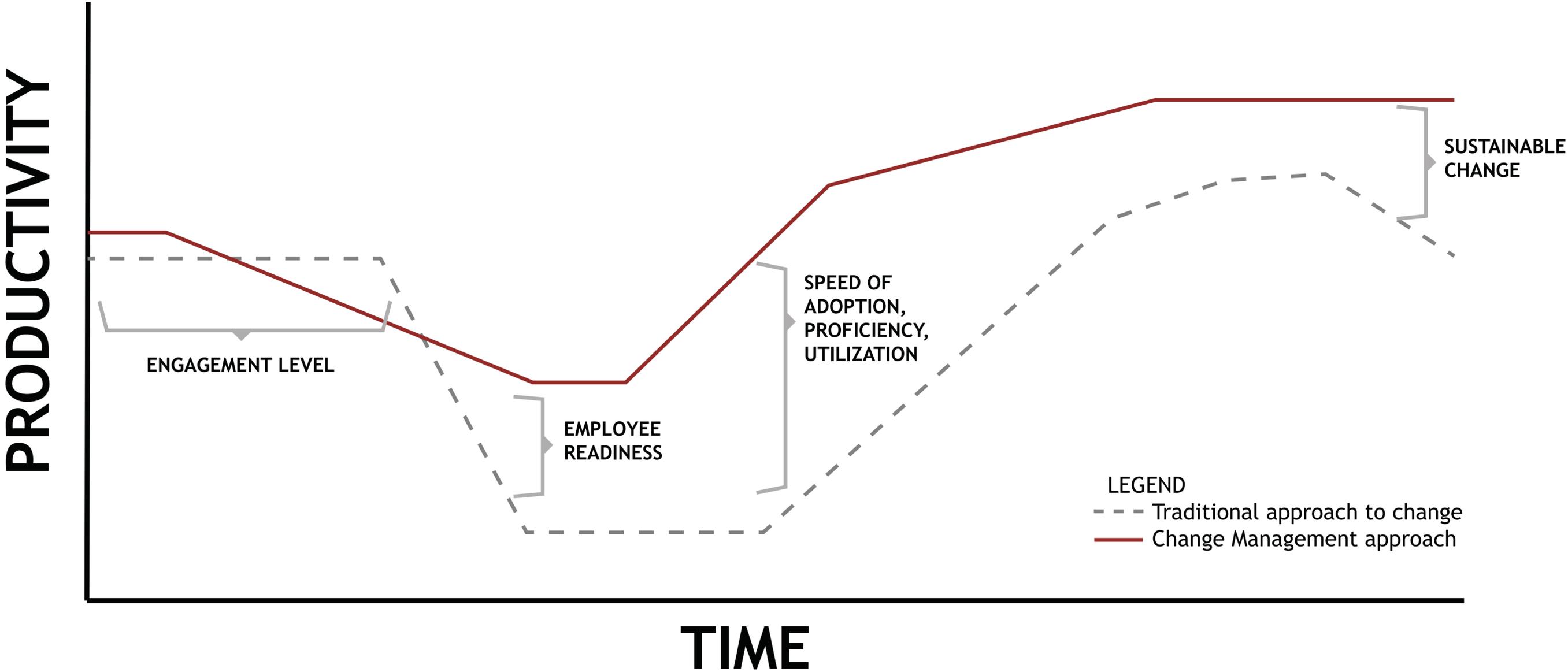# The Real Question

When was the last time you were part of a system implementation that exceeded expectations regarding ultimate utilization and speed of adoption?

The Real Answer?
Probably never.

Organizational Change Management Value Proposition

PRODUCTIVITY

ENGAGEMENT LEVEL

EMPLOYEE READINESS

SPEED OF ADOPTION, PROFICIENCY, UTILIZATION

SUSTAINABLE CHANGE

LEGEND
- - - Traditional approach to change
——— Change Management approach

TIME

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Change Management ROI

A 2010 ROI survey conducted amongst Change Managers across industries showed the following improvements when Change Management principles are employed:
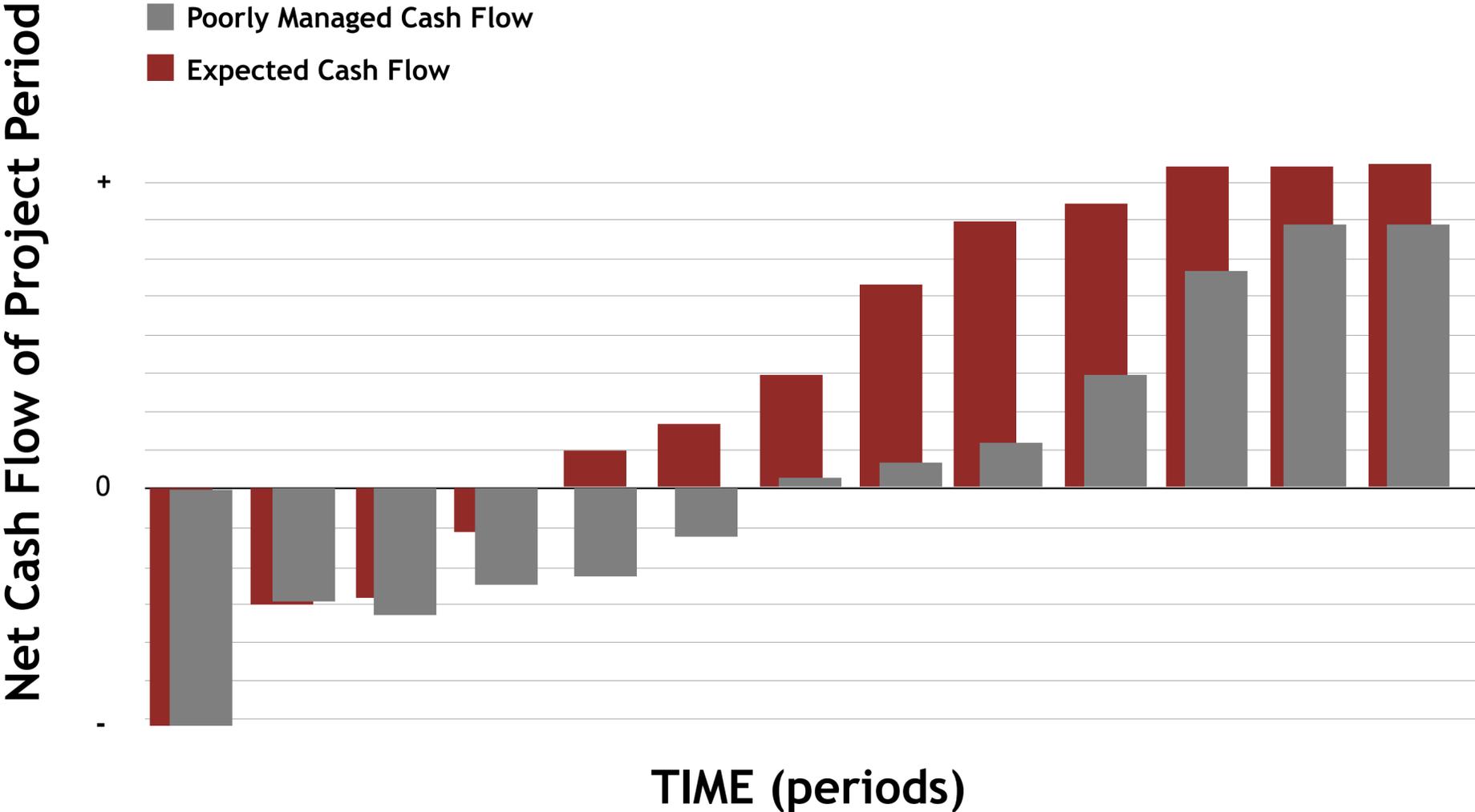
40% Increase in Productivity

15% Improved Quality Standards

15% Specific Efficiency Savings

12% Customer Service

The same study assessed a ROI of 5:1 return within nine months of launch for projects incorporating Change Management practices

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Change Management ROI

2014 PROSCI® STUDY

Most companies spend less than 5% of their budget on managing change

96% saw a strong correlation between project success (on schedule, on budget, within scope) and incorporating Change Management
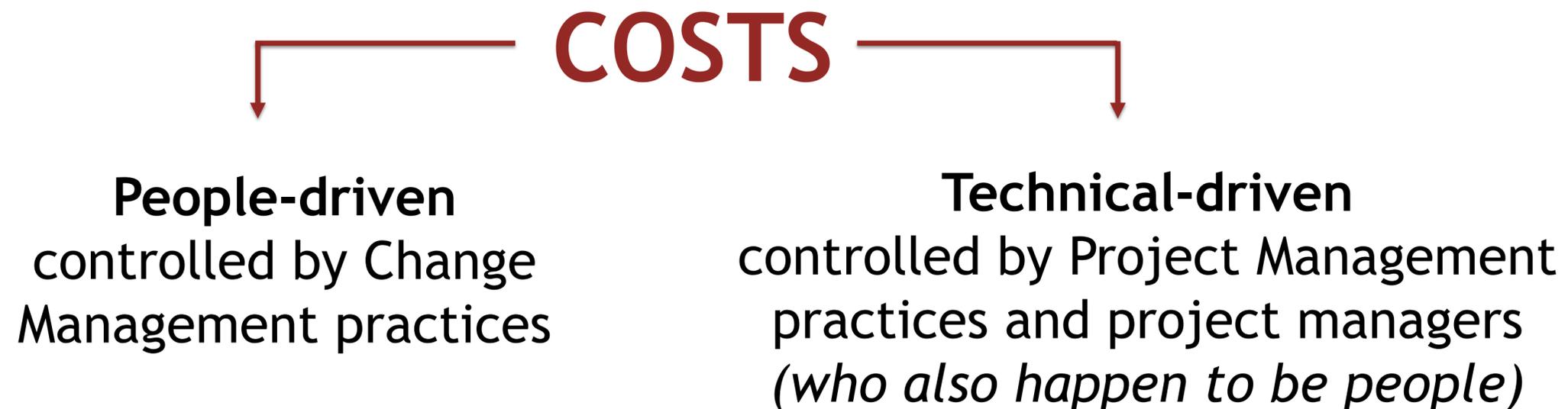

Net Cash Flow of Project Period

■ Poorly Managed Cash Flow
■ Expected Cash Flow

+

0

-

TIME (periods)

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Don't underestimate the **human** factor.

Change Management employs simple activities deployed at strategic points throughout the project lifecycle to ensure the organization properly prepares, equips, and supports individual employees through the change required.

The Human Factor | Measurable, Manageable & Monetized

ROI for system implementations is calculated simply as:

Return divided by the Cost of Investment x 100

COSTS

People-driven
controlled by Change
Management practices

Technical-driven
controlled by Project Management
practices and project managers
(who also happen to be people)

ROI is a direct output of how much
people understand, embrace,
and utilize a system.

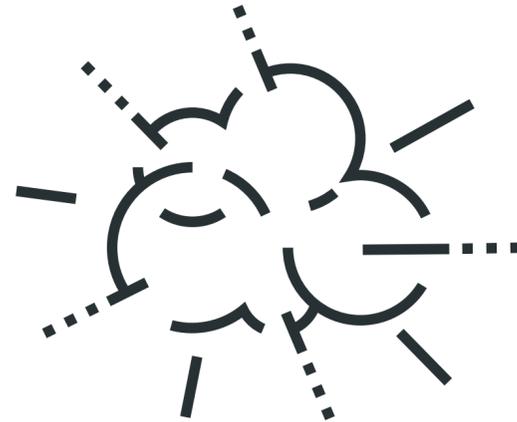In fact, it's the whole point.

Employing Change Management principals puts structure around three key components:

How quickly do employees adopt a change?

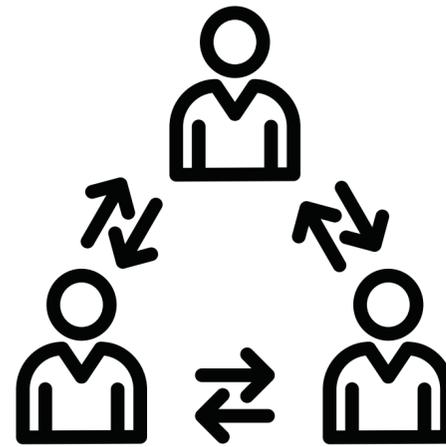**How many employees eventually adopt the change versus finding work-arounds?**

How effective are employees once they've adopted the change?

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Sample Tools Focused on Communication Integration & Expectation Management

Communications

- Apps/Push Notifications
- Podcasts
- Blogs
- Webinars
- FAQs
- Emails/Newsletters

Feedback

- Focus Groups
- Symposiums/User Communities
- Workshops
- FAQ Development
- Suggestions Box
- Surveys

Follow Up

- Communicated Results
- Communicated Actions Plans incorporated into project timeline
- Ownership Assignment
- Development Assistance
- Comradery in Participation

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/ Key Take-Aways

- PROTECTION: Investing in Change Management protects the implementations from elongated timelines, system requirements change, and in some cases full deployment redirection (new software purchase or product abandonment)

- EFFICIENCY: ROI is realized more quickly and more measurably when Change Management practices are employed from the outset

- LONGEVITY: While Change Management seems like an added expense initially, when incorporated as a natural part of systems deployment it acts as insurance against the larger cost of unrealized ROI

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About The Speaker

Angel Lance, Founder & CEO

Angel Lance founded Motive Power in 2005, incorporating in 2007. She brings almost 15 years of project, program, and portfolio management experience as well as over 10 years of successful entrepreneurship. Angel has founded two profitable private firms from the ground up without external investment. Additionally, Angel has successfully designed, implemented, and supported numerous multi-hundred million dollar initiatives for a diverse set of industry verticals—all Fortune 100 or 50 companies—across the United States. She runs Motive Power based on a simple principle: We do what we say and we say what we do.

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