Accelerating Business Value by Driving the People Side of Change

Adoption Services

## Driving people change to realize your Return On Investment (ROI)

Most business cases for technology purchases have one thing in common: to improve efficiency and productivity and to reduce costs. Customers, who realize the benefit of their technology, are those that also invest in how their employees adopt and use that technology.

Prosci®, Inc. conducted longitudinal research studies in 2007, 2009, 2011, 2013, 2015, 2017, and 2019 showing that 94% of customers who effectively drove Change Management met or exceeded project objectives, compared to 15% of customers who drove Change Management poorly (or not at all). This means you are 6x more likely to meet or exceed your Teams rollout and adoption project objectives, if you employ excellent Change Management to that project.

Employees Resist Change. It is Human Nature.

Any change, regardless of its scope and size, causes some level of fear, uncertainty, and doubt. The question is for how long. If left unmanaged, change resistance can have a negative impact on your business. One of the core concepts behind adoption and change management is to help individuals transition from the current state to the future state. After all, organizations do not change unless the people within them change.

The organization's future state is actually the collection of many individual future states.
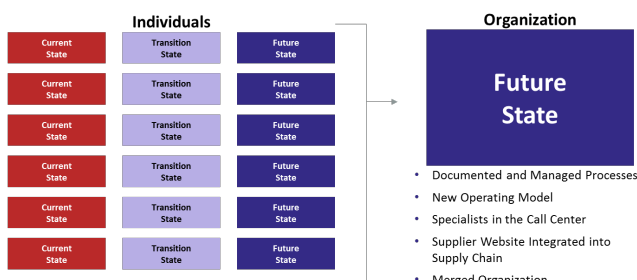
Beyond Communication and Training.

How do you get employees from the current state through the transition state and to the desired future state? You start by helping them understand the business reasons for the change, how the change impacts them, and the personal value proposition that the change is offering. Microsoft uses a proven behavior change methodology, deep expertise in technology-enabled business transformations, a rich set of information-based analytics, and innovative tools to drive optimal business outcomes from technology initiatives.

Our approach addresses leadership and sponsorship, coaching and motivation, communications and training, measurement and benchmarking, metrics and business insights, and resistance management and reinforcement practices.

Business Value Through Sustained Technology Adoption.

For organizations that wish to maximize value from a complex transformational technology initiative, the **Adoption Services Offer** provides guidance leading to reduced project execution risk, ongoing sustained improvement, and value realization.

Driving the People Side of Change with Adoption Services

If you have a large number of employees affected by Teams, and your organization has limited experience or sufficient resources to apply to adoption activities, we recommend our Adoption Services offering. The **Adoption Services Offer** includes:

Adoption Strategy addresses organizational readiness for change and adoption

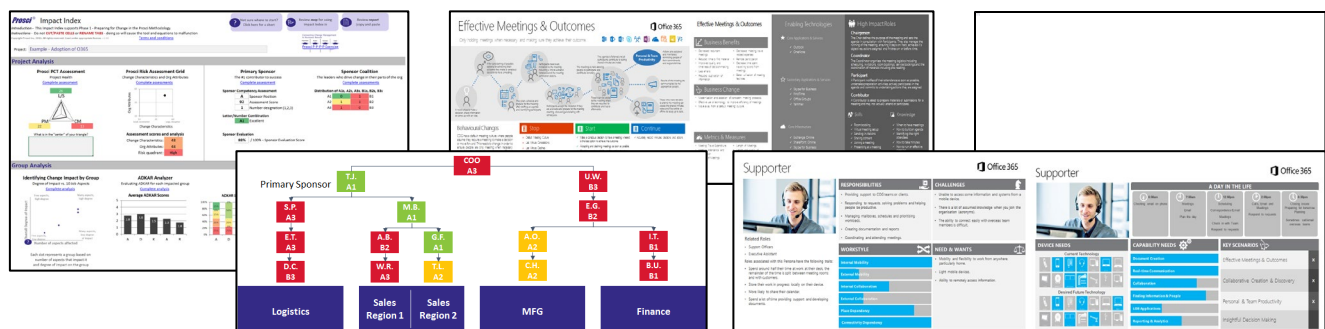Through a series of Adoption Planning Workshops with business and technology stakeholders, we partner to produce:

An **organizational readiness assessment** that results in a summary view of your organization's existing change management landscape.

Discovery sessions to uncover the intended business outcomes of the technology initiative.

Work force analysis to document the new Teams scenarios of use and the characteristics of each impacted group of users

A **high-level change strategy** that details scope, approach, and governance in support of your technology initiative.

Adoption Planning builds the eight plans required to successfully drive the people side of change

Through a series of **Adoption Planning Workshops** with business and technology stakeholders, we partner to produce:

- Communications Plan
- Sponsorship Plan
- Coaching Plan
- Training Plan
- Resistance Management Plan
- Adoption Measurement Plan
- Change Network Plan
- Rewards and Recognition Plan

Adoption Implementation guides execution and reinforcement

After the plans have been created, execution occurs starting at T-4 weeks from GO LIVE to around T+4 weeks. You want to align the ability of your impacted groups with the launch of the service to those groups.

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To learn more, contact us at (813) 973-3034

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