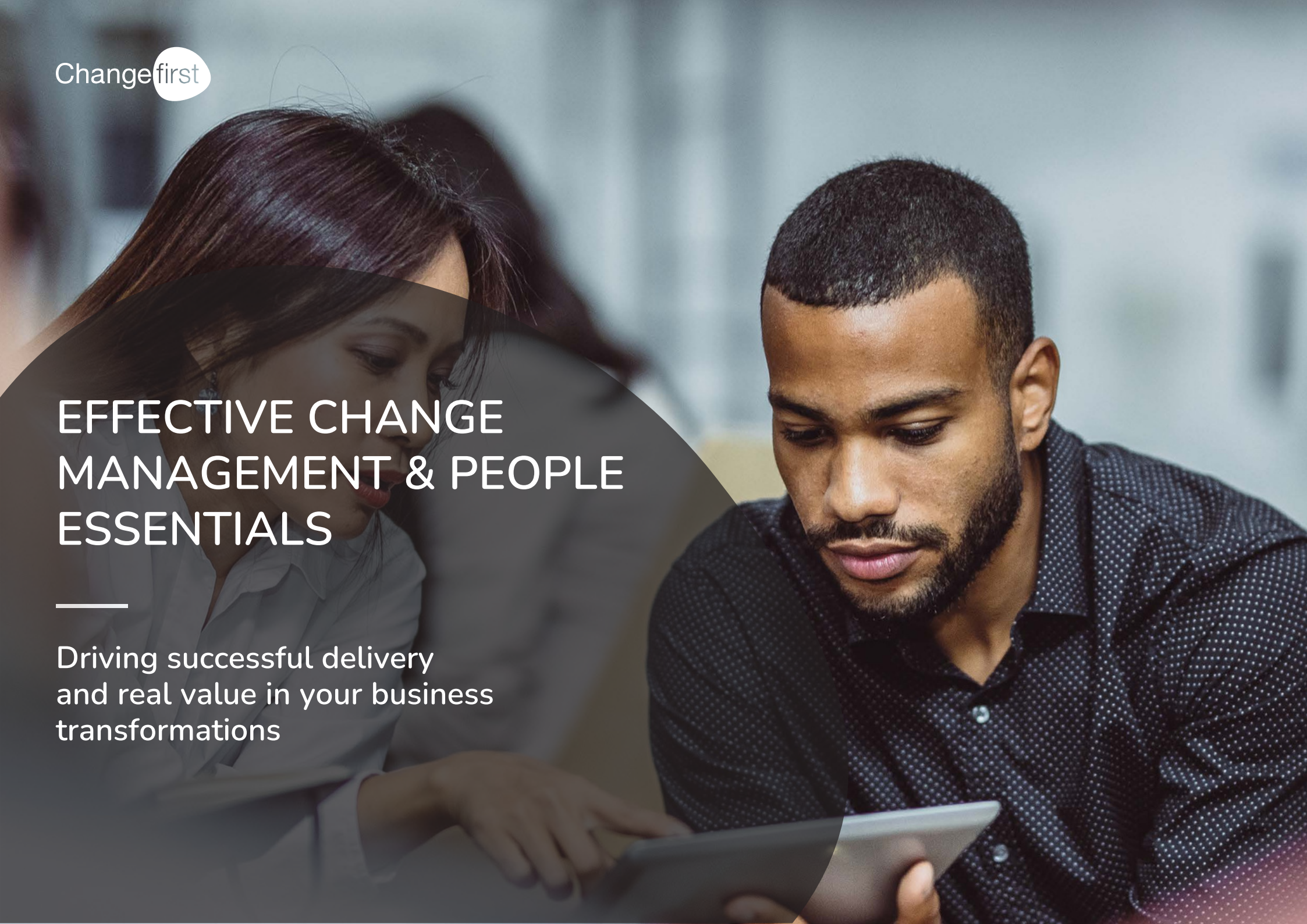


Changefirst

EFFECTIVE CHANGE MANAGEMENT & PEOPLE ESSENTIALS

Driving successful delivery and real value in your business transformations

THE ORGANISATIONAL RECORD ON IMPLEMENTATION IS POOR

They still struggle to effect more change – and do it faster.

Regardless of where you look, business leaders continue to express disappointment that big investments frequently do not deliver the tangible, measurable outcomes they promised. Such as increased efficiencies, improved customer satisfaction, expense reduction or forging the “new normal” mindset needed to simply stay ahead of the game.

And looking across the spectrum of different changes that organisations are undertaking, there are very similar performance reports in the data. For example:

- In **2016 Bain**(1) reported that **88% of organisations implementing major programs** suffered a significant dilution of value
- In **2018 the Information Age**(2) reported that on average, **1 out of every 3 software projects fail**, and more than 80% of projects run over time or over budget

> McKinsey reported in 2019 that **only 14% of digital transformations succeed**

(1) Source: Bain & Co
(2) Source: Information Age

AND A POOR IMPLEMENTATION LEGACY CARRIES A HEAVY COST

In terms of fatigue, engagement and commitment

A further trend that we are seeing is that the current, highly increased level of change loading - coupled with a poor legacy of implementation – are combining to “use up” organisational goodwill. And all of this and carries a heavy people cost.

In fact our own research clearly shows that:

- **almost ½ of people** directly impacted by organisational change, **experience high levels of fatigue**
- which leads to a **more superficial engagement with change**
- with **50% percent of people** accepting that change is inevitable, but just half of those being committed to ensuring its success

48% say they are over- whelmed by the amount of change



Source: Changefirst research - Roadmap Pro platform data.

Over 50% “accept” change rather than being committed to the change



Source: Changefirst research - Roadmap Pro platform data.

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DO ANY OF THESE CHANGE CHALLENGES RESONATE WITH YOU?

These are some of the issues we hear from change leaders – are you having similar struggles?

Challenge.	**Yes/No**
Is the impact that new technology and processes are having on people's behaviour regularly under-estimated?	
Are your project teams frequently ready to start User Acceptance Testing only to hit a bottleneck because of low user readiness?	
Do you get lots of anecdotal feedback from people, but not enough comparative analytics to make a confident decision?	
Do executives believe that the organisation is resilient - with people showing they can adapt easily to change - yet people are still slow to engage?	
Is it difficult to scale your change capability and shift your operating model fast enough to support a more transformational or agile change agenda?	
Is most of your planned change being done "to and for" people rather than "with and by" people?	
Does it seem that change (and its management) is everywhere – with workshops, interventions and tools – but yet nowhere from an Enterprise perspective?	

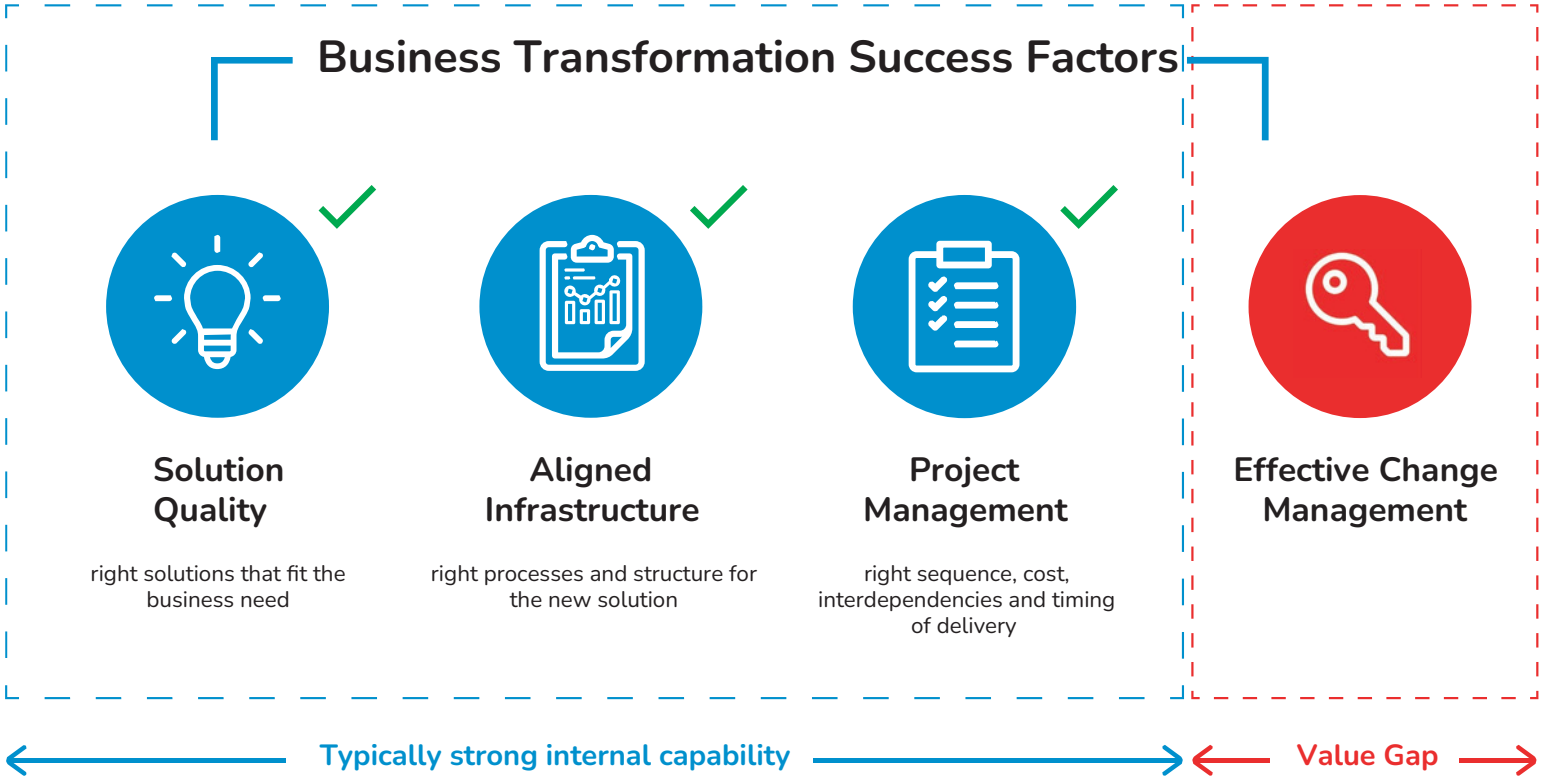
IDENTIFYING THE VALUE GAP IN CHANGE

More effective Change Management

In theory it should all be so easy. Consider that delivering successful change and adoption is essentially about:

1. Buying or building the right solution
2. Aligning the right infrastructure around it
3. Implementing the solution right, first time

But in practice. we find that there is gap in promised value from Business Transformations



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SO, HOW CAN WE GET BETTER AT DELIVERING

How you actually deliver change is key

While we recognise that effective organisational Change Management is the missing ingredient for successful project delivery and business transformations - it is actually how you define and operationalise your Change Management approach that really makes the difference.

So it's all about how you:

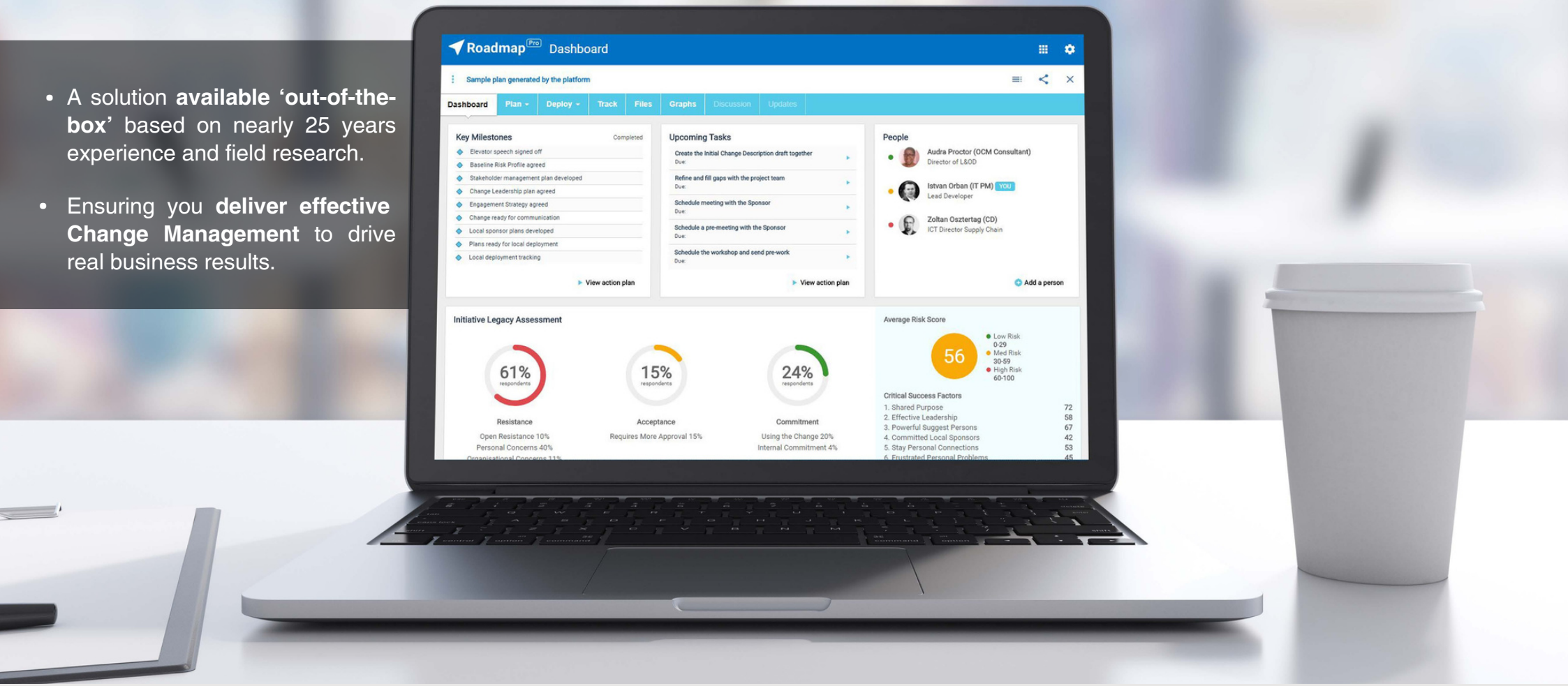
- **Equip your CoE (Centre of Excellence) and key practitioners** with the consistent set of skills and tools needed to be effective internal consultants
- **Build an effective change network** with essential change knowledge, techniques and support getting to distributed groups quickly and cost- effectively
- **Use tools to measure, understand and track** adoption, behaviour change and cultural issues early on
- **Report-out, to build transparency** and support leader decision-making
- **Drive-up engagement**, deliver change *with* people and not blow the budget
- **Create a supporting culture** that can tolerate continuous change



HOW WE CAN HELP YOU SOLVE THESE PROBLEMS

With our best-in-class digital Change Management platform – Roadmap Pro

- A solution **available 'out-of-the-box'** based on nearly 25 years experience and field research.
- Ensuring you **deliver effective Change Management** to drive real business results.



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A COMPREHENSIVE CHANGE MANAGEMENT SOLUTION

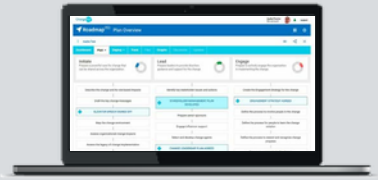
With all of the planning, learning, collaboration and analytics tools you need in one place.

Identify implementation risks and create mitigation actions



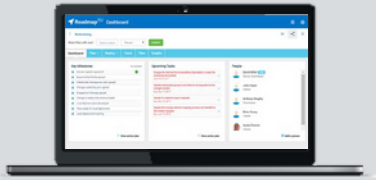


Build implementation plans based on proven change actions

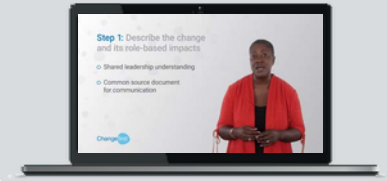


Collaboration and sharing of best practice on projects is made simpler and more productive

Communicate project progress to key stakeholders in real-time



Learn proven techniques for improving your success rates



CLIENT CASE STUDY

Sector: Aviation and Airspace
Project: Major business transformation

The customer challenge

As a global leader in air traffic control and airport performance, with millions or flights and customers to manage every year in the UK alone, this customer's ability to change rapidly and effectively is very much a necessity to be able to thrive in their sector.

Constantly striving to be more responsive, yet efficient, resilient and safe with new ATC tools and procedures - both in the UK and in over 30 countries around the world – this client challenge was to evolve its ability to innovate and effect change now and in the future.

They launched an ambitious multi-million dollar portfolio of change programmes for service improvement. The success of this
portfolio required much greater change capability than they had to date. Together with a different mindset and consistent approach to navigating this level of business transformation.

"We were looking for an end-to-end Change Management solution that **would completely underpin the people aspects** of our transformation efforts.

It needed to be robust enough for our small expert community. But also **easy to learn and integrate into the project management taxonomy** being used by our project and programme managers – who were carrying the project load".

SENIOR EXECUTIVE

Changefirst

Sector: Aviation and Airspace
Project: Major business transformation



> **“The scalable nature of Roadmap Pro ensured that all of our change teams across the business were better equipped to take ownership of their role as change -makers”.**
>
> CHANGE LEADER

The solution

Roadmap Pro, the digital Change Management platform from Changefirst, was selected as the essential productivity tool underpinning this client’s programme. The client felt that a digital Change Management solution would best support the new operating model with a networked and distributed change management capability driving business transformation. The digital platform enabled them to quickly and effectively operationalize Change Management: because CoEs could:

- help individuals and groups in multiple locations – the change “hubs” – to **get on board quickly and work collaboratively** to deliver change
- make sure that essential skills, tools and techniques **got to where they were most needed “on-demand”** - to help drive deployment
- quickly report to leaders about **delivery progress and emerging people risks** that could threaten successful transformation

The platform, with its integrated digital learning, together with supporting workshop and coaching services, helped create a new generation of change leaders, and process owners. All better equipped to take ownership of the change programme, with:

- a **consistent and repeatable framework** to land transformational change
- a mindset of support for early change management, active sponsorship, investment in softer interventions beyond structures and systems and **greater engagement and transparency**

OUR SAAS PLUS SERVICES MODEL

Makes Roadmap Pro onboarding scalable, quick and effective

With a **powerful 4 step process**

Step 1 - **COMMUNICATE**

- Build awareness and support among leaders and key stakeholders
- Create a shared understanding of the people risks to success

Step 2 - **INTEGRATE**

- Configure the software to your implementation needs and process
- Design any API links that are required

Step 3 - **TRAIN**

Deliver training to your:

- Internal people experts & project managers
- Local managers helping their teams to adopt new solutions

Step 4 - **"GO LIVE"**

Start building plans and delivering change management interventions, supported by expert coaches

WE HAVE THE TRACK RECORD NEEDED TO DELIVER

- Founded 1995
- Worked with **more than 400** organisations
- Delivered in **over 40 countries**
- One of **largest Change Management databases** in the world
- **Recognised by Forrester Research** as one of 3 most used change management methodologies
- **Roadmap Pro digital platform** launched January 2018

British Assessment Bureau
UKAS MANAGEMENT SYSTEMS
8289
ISO 27001
INFORMATION SECURITY MANAGEMENT

Our proven software has been utilised by our partners on:

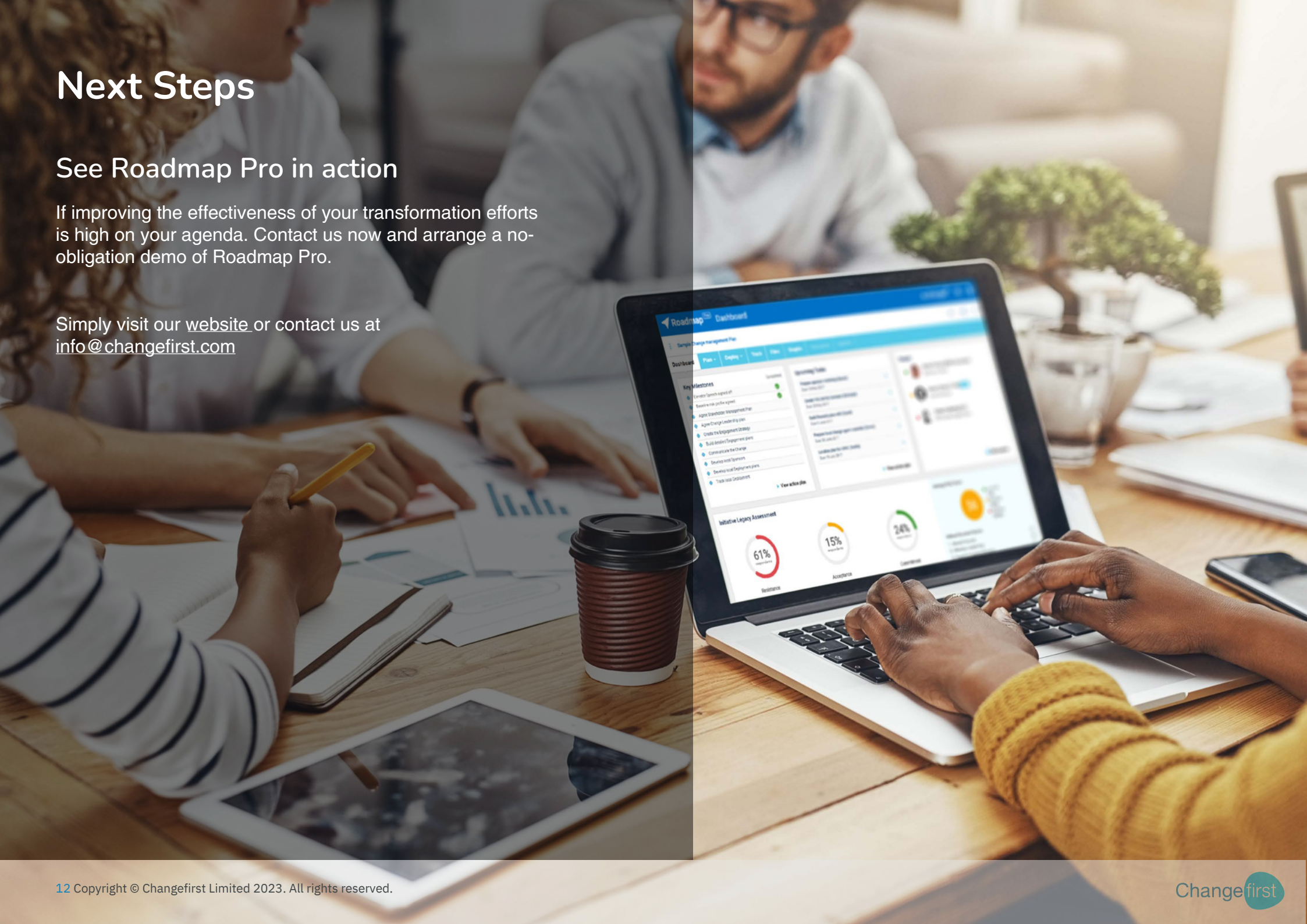
- **Outsourcing global IT services** for a Brazilian manufacturing company
- Implementing a **new global HR business software** for a European chemical company
- **Implementing industry changing technology** in a major transportation organisation

Next Steps

See Roadmap Pro in action

If improving the effectiveness of your transformation efforts is high on your agenda. Contact us now and arrange a no-obligation demo of Roadmap Pro.

Simply visit our website or contact us at info@changefirst.com



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