

MAXIMIZING THE VALUE OF CHANGE



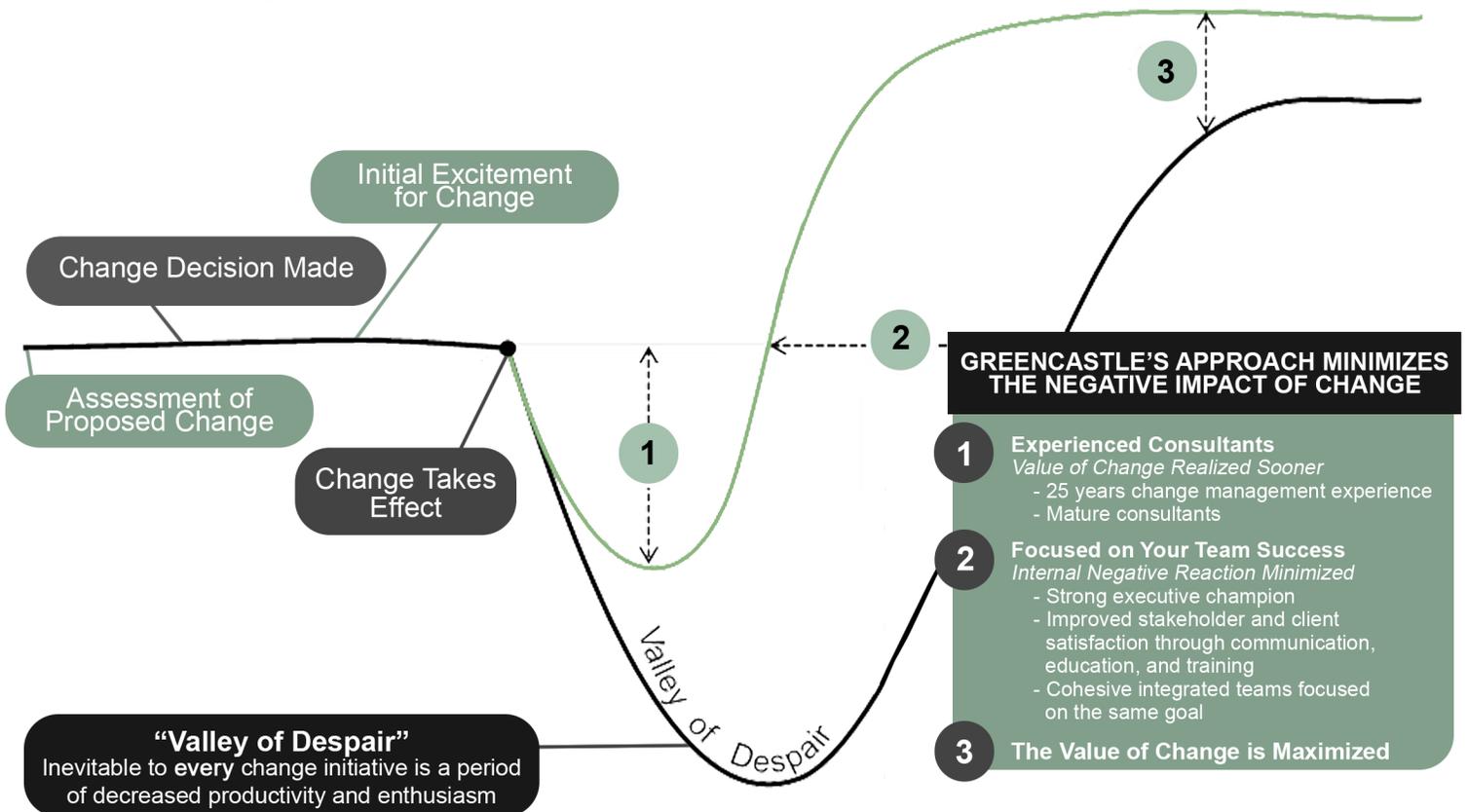
HOW TO TAKE A HUMAN-FOCUSED
APPROACH TO CHANGE

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When there is a decision to change and implement a change like using a new software, platform, or operating system, there is usually excitement surrounding the change within the organization or department where it will be implemented. Once the change takes effect, however, there is an inevitable drop in performance. But why?

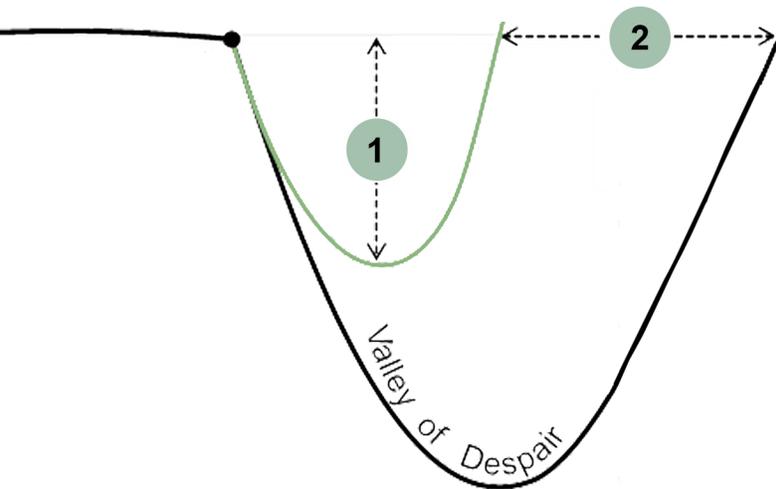
When you do something new for the first time, you will never do it as quickly or efficiently as the way you used to do it. We call this dip in productivity the, "Valley of Despair." The depth of the valley of despair and how long it takes to get out of it depends solely on the change management work around it.

MANAGING THE DIP



The goal of change management is to make this dip in human productivity as shallow as possible to allow for the project's benefits to be realized quickly. Change Management Practitioners tailor the approach to the specific change taking place and the organization that is changing, meaning each interaction is customized. Experts in change management make sure the transition from current to future state is smooth using tried and true practices learned by hands-on experience and thorough education.

These transitions are typically prepped and planned for within the organization well before, and once the change takes effect, stakeholders are ready. And not just ready in that they are aware of it, but ready to accept the new way, trained on how to implement it, and feeling supported by their organization during the transition.



The dip is inevitable; change will always initially be met with resistance. This is where Greencastle comes in to ensure that the road to change is as smooth as possible. The faster your organization can get out of the Valley of Despair, the faster it can realize the positive gains that come from the implemented change.

USING TESTED METHODOLOGIES

Change management should be embedded into concrete methodology within the project lifecycle since change management happens in each stage of the project—from initiation through the planning phases. When change management is top of mind from the start of a project and proper methodology is followed throughout, there are far greater success rates.

Most projects fall off track when it comes to meeting key objectives and meeting said objectives on-time and within budget, but time and time again, success points to having change management practitioners who are well-versed in the topic, who can follow tested methodologies and keep everyone paddling the boat in the same direction.



REDUCING COSTS & RISKS

If you've struggled in the past with poor adoption of change from employees, you understand that risk and increased cost go hand-in-hand with it. Sometimes it's from poor training, or maybe resistance to the change. And sometimes, it's overall lack of awareness for the change that occurred. Whatever the identified problem may be, there are practices that experienced change management practitioners use to keep the project on-track. Things like:



Effectively communicating to stakeholders

Intuitively training everyone involved on new processes

Identifying ways of working and defining job roles

Generating buy-in from affected employees

These methods, (and many more) help stakeholders and employees realize the project's benefits quickly. And just as important, these methods also leave employees feeling cared about, ensure new ways of working are adopted efficiently cross-team and cross-departmentally, and catapults the organization out of the valley of despair. Next stop: a steep glide path to ultimate utilization of the new solution.

DEFINING SUCCESS

This steep glide path toward ultimate utilization is always monitored using data-driven metrics by experienced change management practitioners. Metrics like adoption and utilization tracking, qualitative data like surveys from customers, employee behavior data and supervisor feedback are all ways of tracking the success of change management—and only the best change management teams will do this.



“Any change, even for the better, is accompanied by discomforts.”

Data isn't just collected, either. Successful change management teams will consistently analyze metrics and adjust plans based on the feedback to ensure constant growth and stabilization. Doing so avoids the costs of, “RE,”: retraining, reworking, or redoing.

Because if your change management team isn't tracking this implementation data and using it to formulate the path forward, you can't be certain the changes you worked so hard to make will ever stick. And if they don't the process can become downright painful.

GREENCASTLE'S APPROACH

We harness our skills as military leaders by taking a human-focused approach to organizational changes. We empower individuals within the organizations we partner with by getting to know the stakeholders, the organization, and how the team works. We tailor our planning and methodology to the needs of those involved and always deliver detailed communication to everyone we work with. We help ensure the training is thorough and effective and leaves our partner organizations with changes that stick and employees who feel valued, listened to, and cared for.



Greencastle Associates Consulting is a 100% veteran-owned and operated implementation consulting firm that tackles critical projects with a unique, military-precision approach. Founded by veterans in 1997, Greencastle provides metric-driven results to businesses looking to maximize growth. We are experts in change management, process improvement and project management. Using Implementation Management as the foundational approach to every project—we help our clients meet and exceed their definition of success. Our team is mission-focused, adaptable, and ready to get stuff done—all while saving you time and driving operational efficiencies.