GREENCASTLE

Change Management

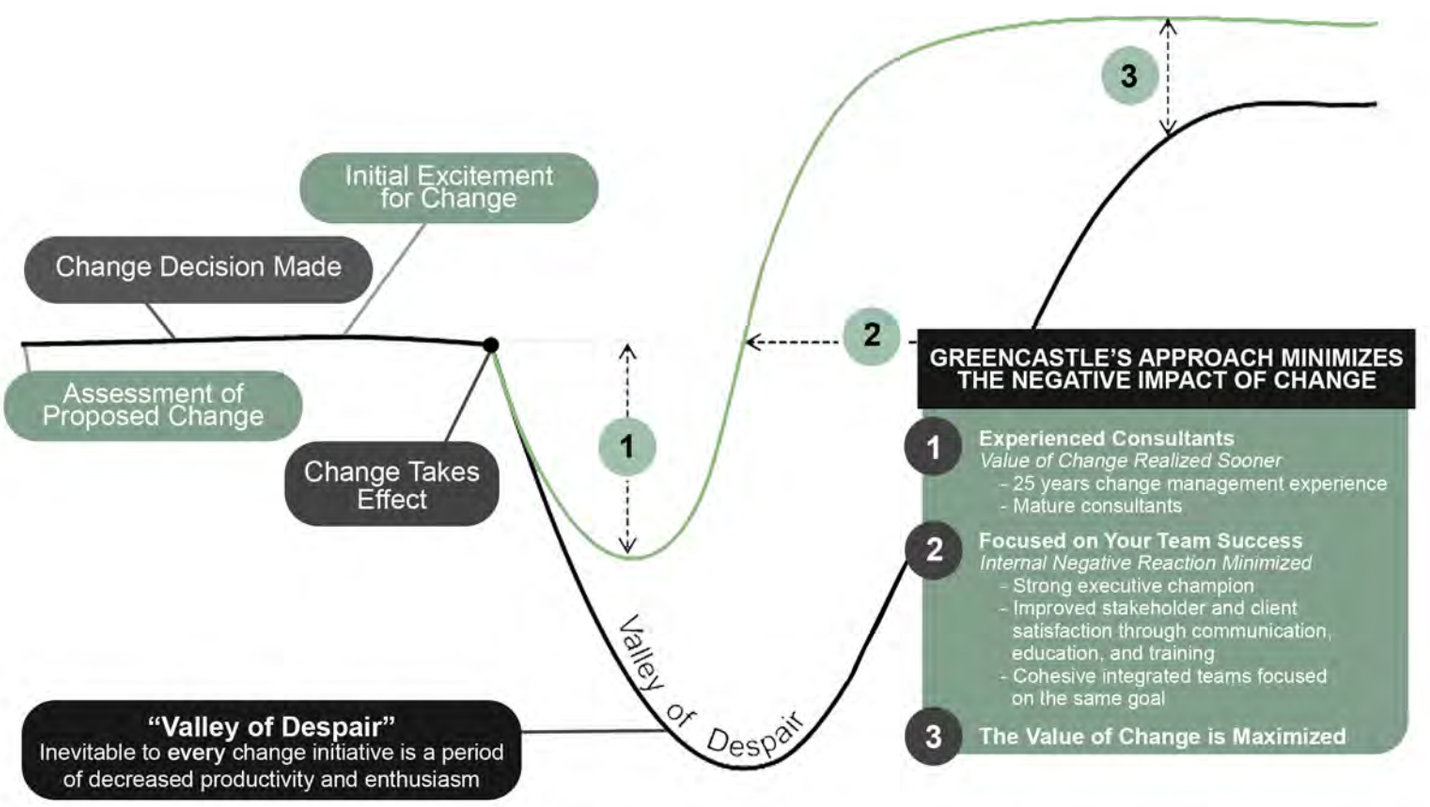
Creating Lasting Value of Results

We're continually told change is constant, and change is tough. Even some of the largest, most successful organizations struggle to keep pace with their ever-evolving environment. Managing change requires a specific skillset that is often lacking in an organization's culture. Studies have shown that integrating deliberate structures around change management can mitigate the negative, sometimes chaotic, impacts of organizational change. Doing it right helps to ensure that strategic goals are met, and organizations achieve a tangible return on their investment. It's no surprise that effective corporations now realize a deliberate approach to organizational change is a competitive advantage.

At Greencastle, we have a culture that has always recognized the need for an intentional approach to managing change. Every employee in our company is a veteran and that means bringing structure to chaos is in our DNA (this is particularly relevant in the field of change management). Our expert change practitioners are certified to industry standards and have a wealth of experience helping companies create lasting results that "stick" and serve to maximize the real value of change. It's what we've been doing for 25 years.

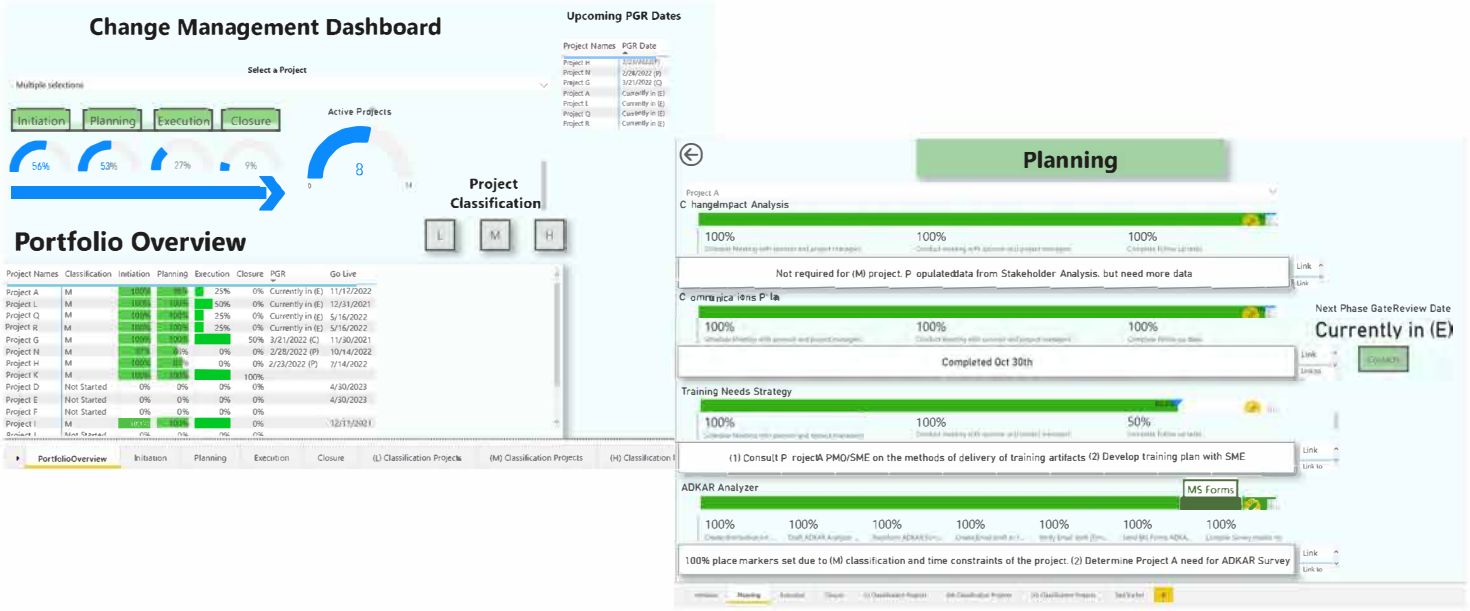
THE RIGHT START

It all begins with developing a thorough understanding of the business needs and designing a customized change management solution that supports strategic goals. Experience has shown that any change solution needs to be scalable and aligned with the company culture. With this awareness we gain insight into factors that can contribute to change resistance and begin to introduce mitigation strategies early on. Our focus is always helping to minimize the 'valley of despair' that individuals experience as part of any significant organizational change.



THE RIGHT APPROACH

We know that to realize the benefits of effective change management, the process can't operate in a vacuum. Adopting a change strategy that's respectful of your existing governance structures and embraces the specific needs of diverse stakeholder groups is critical to success. And, because we're veterans, we put an emphasis on consistency and accountability. That's why we always seek to incorporate a universally accepted change methodology along with tangible reporting metrics that are repeatable and transparent.

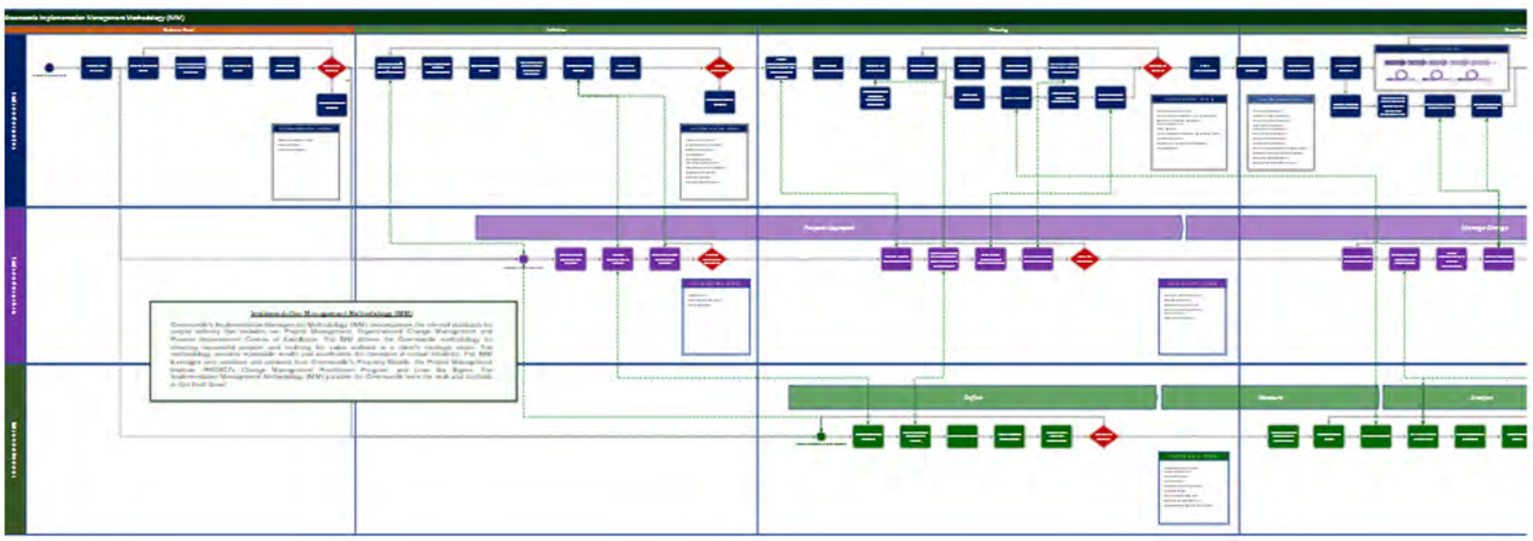


THE RIGHT PEOPLE

Our clients understand the benefits of effective change management and have a strong desire to institutionalize change methodologies within their organizations. They are looking for ways to speed up the integration process and educate their team on the value that can be realized through effective change management processes. Our seasoned Change Management Practitioners instinctively know how to adapt their approach and institute strategies that make the change work.

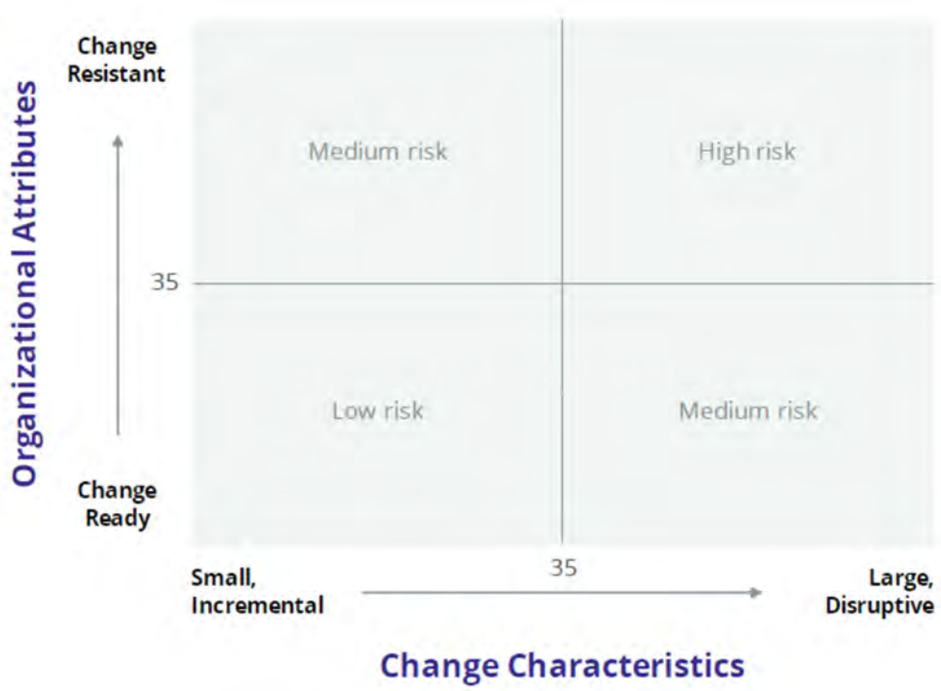
THE RIGHT TACTICS

We go the extra mile to ensure all stakeholders develop a comprehensive understanding of change impacts and are prepared for their individual “change journeys.” In taking an adaptive approach, we build specific tools and templates designed to address the specific needs of each impacted group and generate a shared understanding of the change. We use our tried and tested Implementation Management Methodology (IMM), to ensure synergy between the Project Management and Change Management disciplines, and optimize efficiencies whenever possible.



THE RIGHT TIMING

Organizations that understand the value of effective change management know they need to involve the experts early on. This ensures the level of effort required to effectively implement change can be assessed and appropriate resourcing is provided to support this effort. We get program sponsors and leadership engaged at the beginning to champion the cause and set the tone for generating necessary levels of desire for and awareness of the change.



THE RIGHT COMMUNICATIONS

It's a cliché, but the importance of communication can't be underestimated in the world of change management. Greencastle excels in developing targeted communications and specialized coaching tactics that empower teams to support the change. This is critical for achieving success, so we work hard to identify those we can coach to become change champions within their organizations.

THE RIGHT TRAINING

The learning process never stops. Change will inevitably generate gaps in knowledge and ability. How do you identify and close these gaps? It starts with a structured process for surveying impacted groups and taking meaningful action in response to feedback. Experience has taught us that individuals feel more valued when they are engaged with the change process instead of having it forced upon them. That's why we take the time to develop and deploy customized training methods in response to our detailed training needs analysis. We also take the time to survey users to ensure effectiveness and address any training gaps that remain.

THE RIGHT RESULTS

How will you know if you have truly realized the value of your project? If change is constant, how will you know if you are managing it correctly and achieving the outcomes you desire? To answer these questions, you will need to standardize the process for capturing success metrics. We know that these are important questions to answer, that's why we ask them at the start of any engagement. Once we have clarity on the metrics for success, we get to work building a systematic form of data capture that can be used to effectively demonstrate the value of change for your organization.

"You don't get results by focusing on results. You get results by focusing on the actions that produce results."

GREENCASTLE

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.