



Organizational Change Management

Why OCM is so critical to new system
implementation

Leverage our expertise to guide people through complex organizational change

OCM can create a pathway to help stakeholders fully embrace new technology.

The investment in any new system affects large segments of the employee population, imposing new business processes, ways of working and culture change that can be substantial. Too often, the focus of these projects becomes the technology itself, a critical error that can lead to low adoption and overall project failure.





We can create and manage a process that's agile and effective.

At Vision Communications LLC, we believe the OCM process should be easy to understand and follow for our clients – it should make sense as part of a comprehensive project plan.

We design and lead customized OCM programs to engage your employees and deliver long-term results for your business. When you're implementing a new system or platform, we can work with you to apply a structured method for delivering OCM solutions for your unique situation, bringing people, process and technology together.

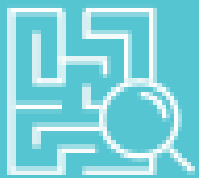




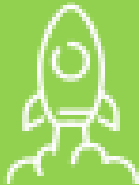
Discovery
Preparation
& Analysis



Strategize
Plan
Delivery



Manage
Tactical
Execution



Reinforce
Transfer
Ownership

What is Organizational Change Management (OCM)

The application of a structured process and set of tools for leading the people side of change to achieve a desired outcome.

- Designed by experts who are independent of the project team and vendor
- Focused on education and guidance that ramps up quickly in the context of your culture and objectives





IT & OCM Partnership

In today's world, it's essential for organizations to develop a peak expertise in navigating the realities of organizational change. In addition to work priority shifts, many industries face increasingly challenging regulatory, organizational, and market environments. As a result, they are turning to IT solutions (new systems and platforms) to streamline work, mitigate risks, and provide insight to data across the global enterprise.



OCM can provide added value to a range of IT projects including

- New system implementation and upgrades
- Defining IT project governance and methodology
- Culture changes related to Digital Transformation
- Emergency change such as a response to security threats or regulatory demands

Regardless of the situation, it's imperative that your employees embrace and adopt the change for it to be successful

All change initiatives are different.

The OCM space is filled with many generalists who attempt to apply complex methodology across many different industries. We ACT in the beginning of the process, categorizing your initiative to the right scope and priority level



ADAPT

1.0 – 1.1

Priority:

Improve the 'current' state with incremental change; When change is needed to improve business process and/or technology.

OCM Scope:

- Articulate the 'why' of this improvement and how it contributes to the company mission/goals
- Audit training and reference materials
- Provide fundamental communications materials



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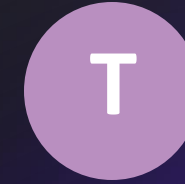
1.0 – 2.0

Priority:

Define and transition to the new state of a bold change such as replacing a system.

OCM Scope:

- Present the change initiative
- Confirm and document the impacts
- Design a clear-cut OCM plan
- Engage employees, business leader, and sponsor
- More rigorous communications and training



TRANSFORM

3.0 + + +

Priority:

Design is new, change is radical departure from the prior state; Requires a new view and cultural perspective.

OCM Scope:

- Convey the strategic imperatives through multi-channel executive comms strategy
- May require the undoing and redoing of all aspects of implementation
- Expect resistance and a comprehensive OCM plan to mitigate push-back



We create a custom plan based on the scope of your needs

This is a sample of possible deliverables

Discovery

- Discovery Meeting(s)
- Stakeholder Analysis
- High-Level Analysis, using proprietary tools
- Stakeholder Interviews
- Stakeholder Surveys

Plan Delivery

- Communications Plan
- Executive Sponsor Plan
- Engagement Plan
- OCM Plan

Tactical Execution

- Draft custom messages; coordinate release
- Produce FAQ document
- Produce Key Messages document
- Product Executive Toolkit
- Set up the Change Advocate Network
- Customize resistance management as needed
- Produce training support tools and references
- Produce roadshow events
- Produce a Leadership Forum(s)
- Create and distribute video series

Transfer Ownership

- Set up and transfer resource toolkit to managers
- Draft and send 'Thank You' message
- Manage ongoing resistance (customized)
- Create a reward & recognition program
- Align KPIs to ongoing performance management



ADAPT

1.0 – 1.1



CONVERT

1.0 – 2.0



TRANSFORM

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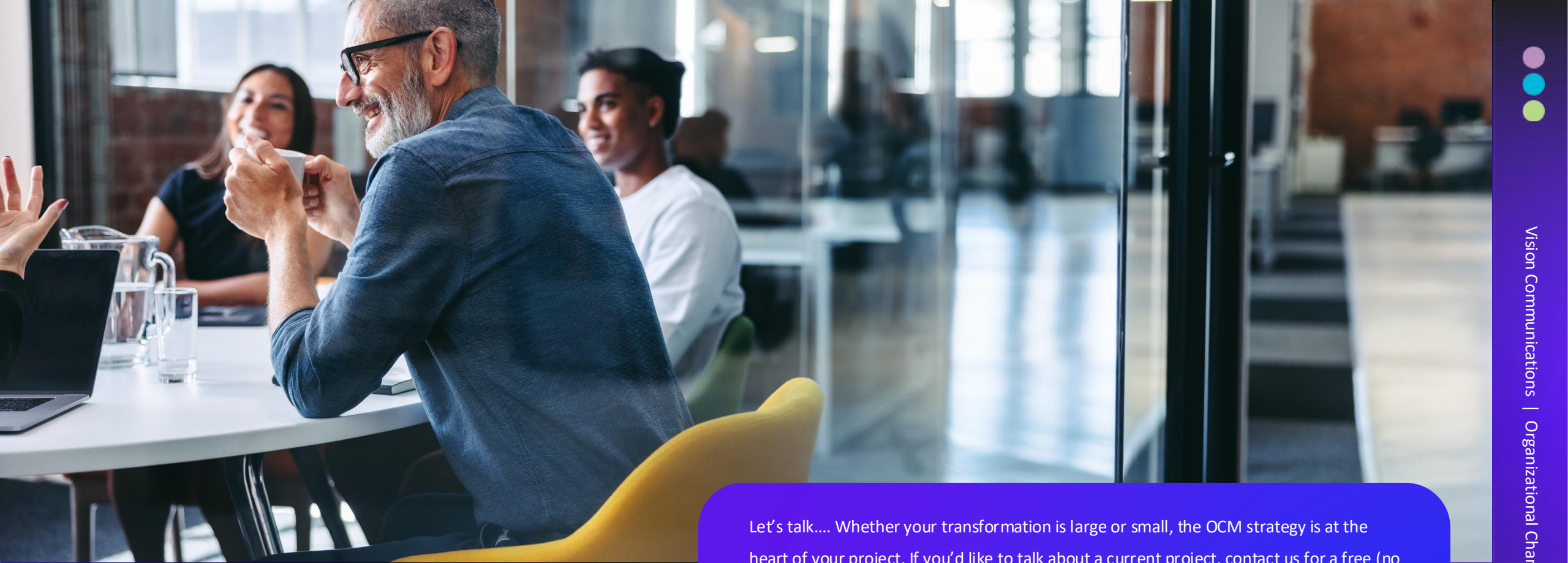


Capturing ROI and measuring success

We believe it's important to have the ability to show value as a result of the work we do in OCM

We can work with you to develop specific metrics that are meaningful, linked to the culture of your organization and connect directly to the Lessons Learned of each project.

- Level of employee adoption
- Percentage of projects in a portfolio that stay on schedule and budget
- Level of proficiency with the new technology
- Business goals/objectives realization
- Employee feedback
- Helpdesk metrics
- How satisfied are the stakeholders with the Change Management process (lessons learned survey)



Thank You

Let's talk.... Whether your transformation is large or small, the OCM strategy is at the heart of your project. If you'd like to talk about a current project, contact us for a free (no obligation) 30-minute consultation with one of our OCM professionals who can provide expert guidance on next steps.

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