

Organizational Change Management

Why OCM is so critical to new system implementation

Leverage our expertise to guide complex organizational change

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

The investment in any new technology affects large segments of the employee population. These changes impose new business processes and ways of working that have substantial cultural impacts. Too often, the focus of these projects is solely the technology implementation, which often leads to low adoption and project failure.

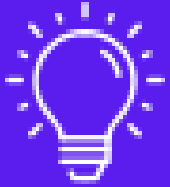


We can create and manage a process that is agile and effective.

At Vision Communications LLC, we believe the OCM process should be easy to understand and follow and 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 based on your unique situation, bringing people, process and technology together.

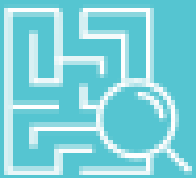




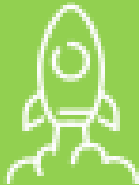
Discovery
Preparation
& Analysis



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 employees through change and achieving the desired outcome.

- Designed by experts who are independent of the project team and vendor
- Focused on education and guidance to ramp up the process, getting everyone onboard quickly.



IT & OCM Partnership

In today's world, it's essential for organizations to develop peak expertise in navigating the realities of organizational change. In addition to shifts in work priorities driven by technology, post-pandemic culture, and changing cultural norms, many industries are also facing 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 changes 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 the same complex methodology across different industries. We use our ACT process to scope and prioritize your project properly.



ADAPT

1.0 – 1.1

Priority:

When you need to implement an incremental change to improve a business process or technology.

OCM Scope:

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



CONVERT

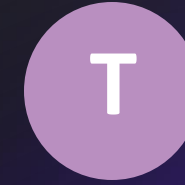
1.0 – 2.0

Priority:

When you're replacing a system and need to transition to a new state.

OCM Scope:

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



TRANSFORM

3.0 + + +

Priority:

When your change is a radical departure from the prior state – it 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
- A comprehensive OCM plan to mitigate resistance

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
Produce 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

3.0 + + +



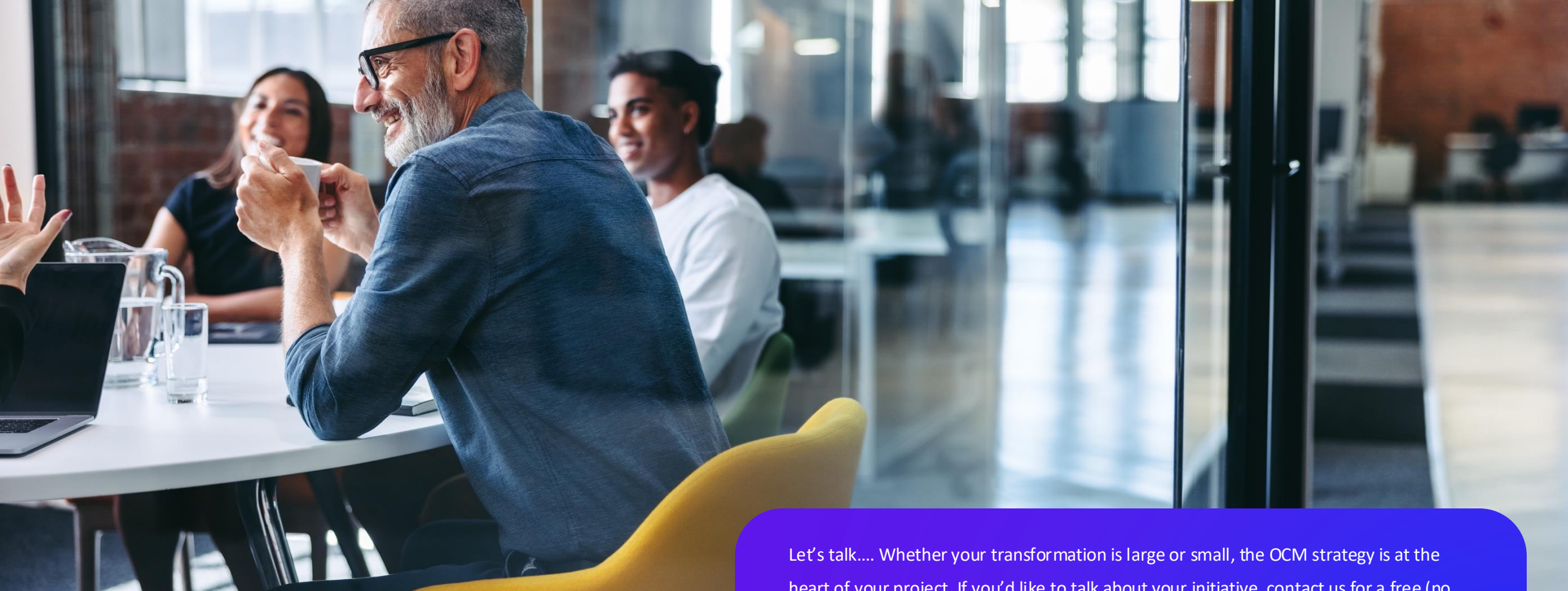


Capturing ROI and measuring success

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 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
- Satisfaction 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 your initiative, contact us for a free (no obligation) 30-minute consultation with one of our OCM professionals who can provide expert guidance on your next steps.

Lori Janosko, President
(203) 913-5978

Lori@visioncommunicationsllc.com | visioncommunicationsllc.com

