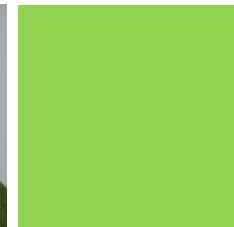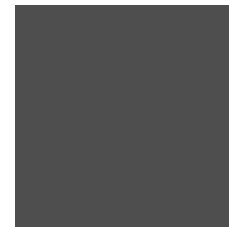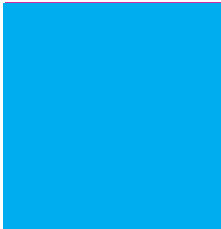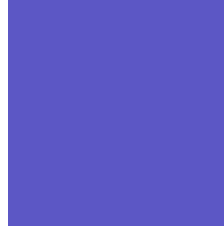# MANAGING CHANGE
FOR NEW TECHNOLOGY

Strategically managing technology change: expert guidance for effective digital transformation and user adoption

the inform team
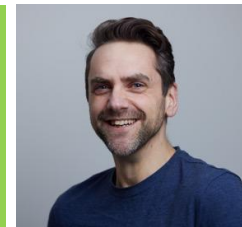
MANAGING CHANGE
FOR NEW TECHNOLOGY

Empowering your digital journey: people-centred change for technology adoption

The Inform Team are experts in managing change for new technology, helping our customers implement their digital transformation plans.

Our experienced change managers lead programme strategy, delivery and evaluation for new technology. Together with our expert trainers and creative communicators, we deliver digital change that puts people first.

> "The team invest time in getting to know what's happening around the organisation, what's working, and where the challenges are.
>
> Then they work their magic to really bring ideas to life and communicate key messages in a really engaging and impactful way."

Head of Data Management, Governance and Skills Development

MINISTRY OF DEFENCE

We specialise in managing change for new technology, facilitating seamless digital transformations. By combining strategic planning, expert training, and creative communication, we ensure successful technology adoption and establish innovative working practices. Our inclusive approach focuses on people, ensuring technology serves them, not the other way around.

BENEFITS

Change management establishes effective ways of working

Effective change increases likelihood of user adoption

Embeds new ways of working with digital tools and technologies

Metrics and evaluation demonstrate ROI

Identify and upskill change leaders in your organisation

Mitigate risks to successful technology adoption

FEATURES

✓ Specialist change management consultancy for digital change and technology adoption

✓ Design and delivery of technology adoption initiatives

✓ Bespoke digital change strategy, implementation and upskilling

✓ Experienced in delivering technology change management for large, complex organisations

✓ Strategy aligns to your programme objectives, use cases, and culture

✓ Established change management methodology, aligned to Prosci's ADKAR model

✓ Communications and design support to build awareness and engagement

WHY **CHANGE MATTERS**

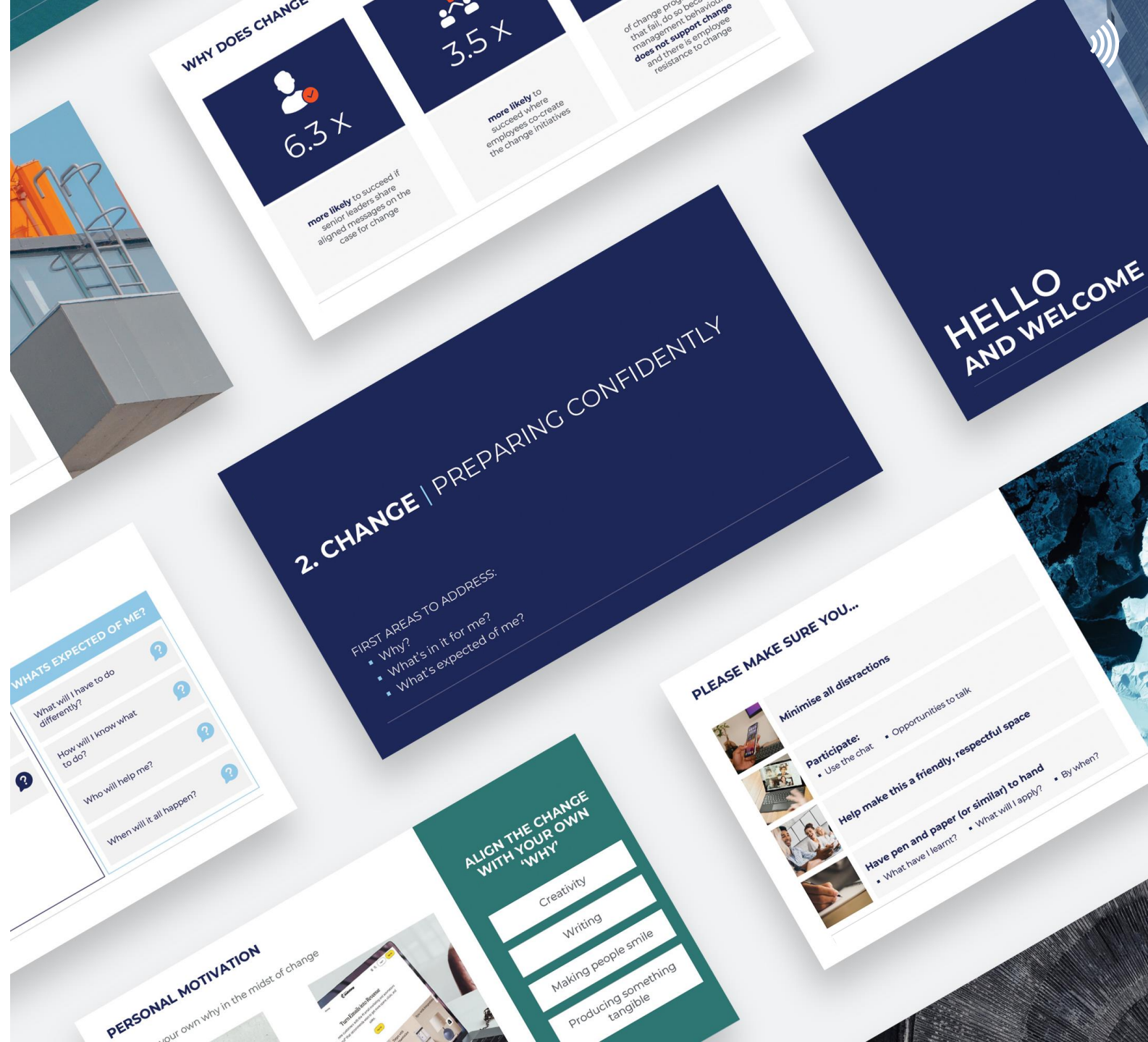### Change is the new constant.

If done right, it encourages innovation, drives efficiencies, develops new skills, and improves morale.

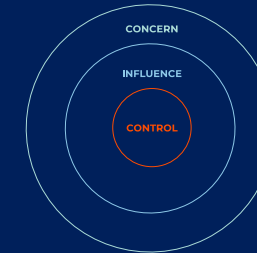Messaging is the key to success, so we help you craft the right words to say.

OUR 4E'S METHODOLOGY

- **Establish:** build the foundations to make things happen
- **Excite:** drive awareness and enthusiasm
- **Equip:** Upskill your people
- **Embed:** Change that sticks

THE CHANGE CURVE

The Kubler-Ross change curve is often used to explain how people respond to profound change.

MORAL & COMPETENCE

SHOCK
Surprise or shock at the event

DENIAL
Disbelief; Looking for evidence that it isn't true

FRUSTRATION
Recognition that things are different; sometimes angry

DEPRESSION
Low mood; Lacking in energy

EXPERIMENT
Initial engagement with new situation

DECISION
Learning how to work in the new situation; feeling more positive

INTEGRATION
Changes integrated; a renewed individual

HFW   TIME

FOCUS ON WHAT YOU CAN CONTROL

CONCERN
INFLUENCE
CONTROL

Control
Matters that you can directly control and change

Influence
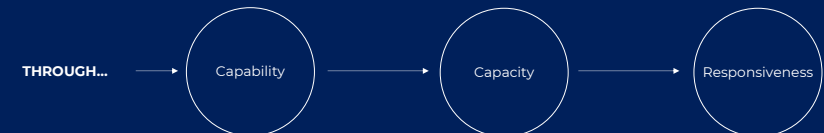Matters that you cannot directly control, but can somewhat influence

Concern
Matters outside of your control or influence

Circle of Concern
Examples focusing outside your control

- What "they" think
- Their expectations
- Their behaviour
- Their attitude
- Their opinion
- Disasters
- The news
- Your past
- The economy
- The weather
- Gossip
- Others' behaviour
- Bad drivers
- Stereotypes

Things outside your control

YOU

Circle of Control
Examples focusing within your control

- Your words
- Your thoughts
- Your actions
- Your attitude
- Your reactions
- Where you live
- Where you work
- How you behave
- What you buy
- What you eat
- Your time
- What you believe
- What you want
- How you feel

By shifting your focus to what you can control, you increase your **PERSONAL POWER**

WHAT IS CHANGE MANAGEMENT?

At the work level, it's a **structured approach** to managing the **people side of change** to achieve a desired **outcome.**

| PROJECT MANAGEMENT IS... | → | Requirements | → | Deliverables | → | Short-term |
| CHANGE MANAGEMENT IS... | → | Adoption | → | Outcomes | → | Long-term |

At the organisation level, it's about **creating the right conditions to drive change**

THROUGH... → Capability → Capacity → Responsiveness

"The Inform Team were pivotal in cultivating a mindset of change within ORR which was key to successfully implementing organisational transformation.

In the realm of business change when implementing Teams and SharePoint, it is prudent to remember that change is not a disruption, but an opportunity to unlock untapped potential and elevate our collective brilliance."

PROJECT LEAD

OFFICE OF RAIL AND ROAD

"We're now an organisation that has got people with the level of skill to complement their passion
for working in new ways. And who are supporting that change within their services."

DIRECTOR OF PEOPLE AND INCLUSION

BURY COUNCIL

Read online: NHS Derby and Derbyshire ICB case study

NHS DERBY AND DERBYSHIRE ICB

- Delivered a technology landscape report across 300+ care homes
- Completed a training needs analysis across the ICB
- Established M365 skill levels and attitudes towards training within the ICB
- Developed digital skills strategy with recommendations for priority skills and training approach
- Rolled out a digital champions programme and targeted M365 training

BURY COUNCIL

- Delivered 18 month digital champions programme
- Trained over 950 employees in Microsoft 365, soft skills and new ways of working
- Conducted digital maturity assessments to benchmark skills and measure progress
- Digital skills increased by 71%
- Training sessions rated on average 9.3 out of 10 by participants

Read online: Bury Council case study

MIX AND MATCH OUR SERVICES TO **SUIT YOUR PROJECT GOALS**

- Change readiness assessment
- Discovery
- Maturity assessment
- Communication plan
- Creative communications
- Change management consultancy and services
- Culture change for business transformation
- Introducing new ways of working
- IT transformation through change management

- Leadership coaching for change
- Managing change for new technology
- Technology adoption and change management
- Communicating change for employee engagement
- Communications and engagement for digital transformation
- Event planning and support
- Graphics and design support
- Internal communications