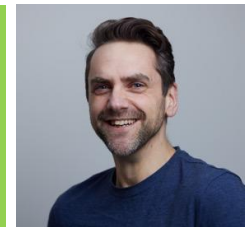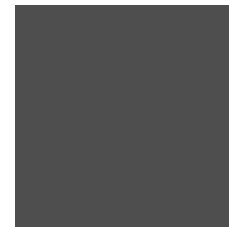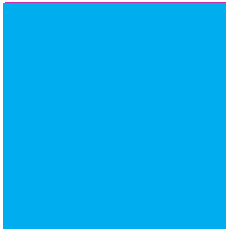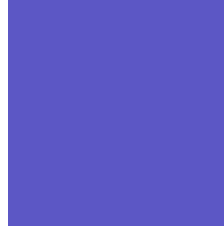# IT TRANSFORMATION
THROUGH CHANGE MANAGEMENT

Empowering digital evolution: bridging people and technology for seamless IT transformation and adoption

the inform team

IT TRANSFORMATION THROUGH CHANGE MANAGEMENT

Making technology work for you: people-centred IT transformation for lasting change

The Inform Team support IT transformation through change management.

Our change managers are experts in people and technology, helping you drive adoption of IT systems and new ways of working.

We'll work with you to develop an IT transformation strategy that puts your people first and makes digital change stick.

> "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 guide IT transformation through effective change management. By prioritising people, we facilitate the adoption of IT systems, ensuring technology serves its true purpose. Our inclusive approach fosters digital proficiency, making transitions smooth and sustainable, thereby securing your digital future with confidence.

BENEFITS

Embeds new ways of working with digital tools and technologies

Effective change increases likelihood of project success

One team covers strategy, training, culture and communications

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**

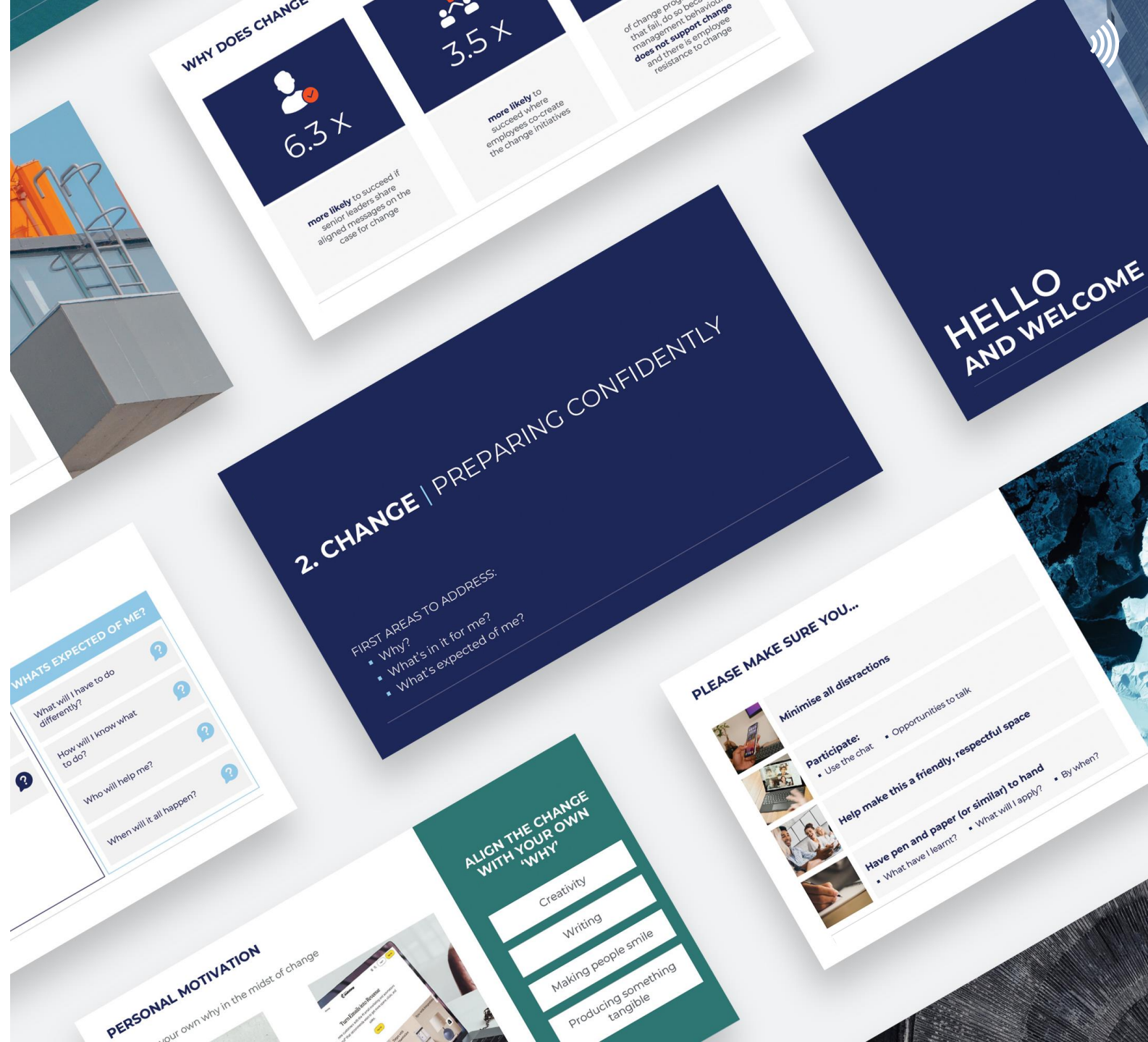## Change is the new constant.

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

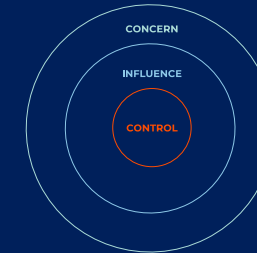Messaging is the key to success, so we help you craft the right words to say.

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

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

FRUSTRATION
Recognition that things are different; sometimes angry

SHOCK
Surprise or shock at the event

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

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

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

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

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

Read online: NHS Derby and Derbyshire ICB case study

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