



BUSINESS CHANGE AND DIGITAL TRANSFORMATION

EMPOWERING TRANSFORMATION:
STRATEGIC CHANGE MANAGEMENT
FOR EFFECTIVE DIGITAL ADOPTION
AND INNOVATION

July 2024



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TRANSFORMING DIGITAL CHANGE INTO OPPORTUNITY

The Inform Team's change management consultancy services support business change and digital transformation to implement new technology and ways of working. Our experienced change management team offer strategy, delivery and evaluation services.

With our team of change specialists, trainers and creative communicators, we deliver change that puts people first.

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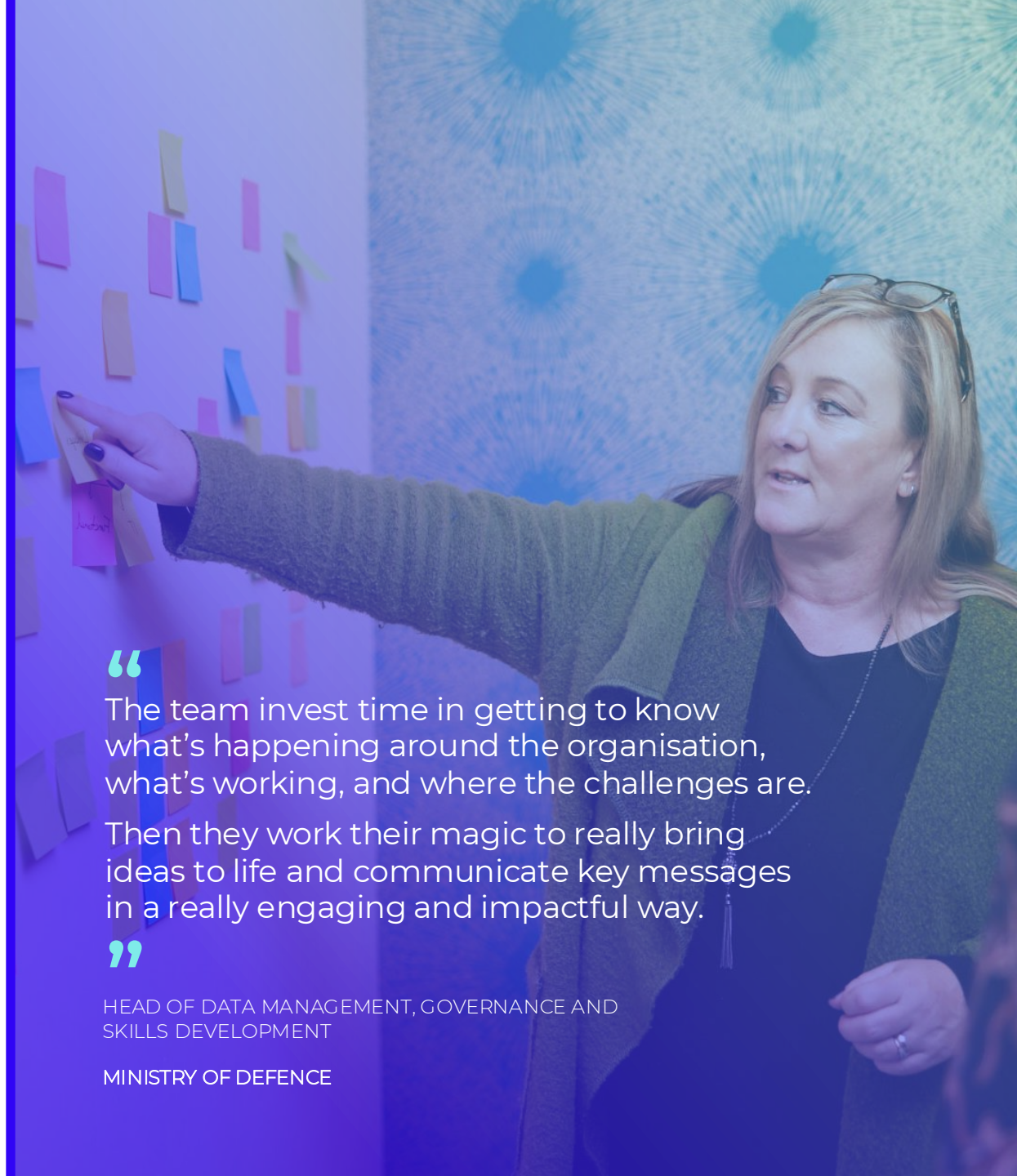
The team invest time in getting to know what's happening around the organisation, what's working, and where the challenges are.

Then they work their magic to really bring ideas to life and communicate key messages in a really engaging and impactful way.

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HEAD OF DATA MANAGEMENT, GOVERNANCE AND
SKILLS DEVELOPMENT

MINISTRY OF DEFENCE



OUR APPROACH

We excel in facilitating business change and digital transformation through expert consultancy. Leveraging strategy, delivery, and evaluation, our focus on inclusive, people-first change management ensures successful technology adoption, skill development, and enhanced morale, driving innovation and efficiency across complex organisational landscapes.

BENEFITS



Promotes and establishes new ways of working



Increases the likelihood of successful 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



Discover and mitigate risks to technology adoption

FEATURES

- ✓ Specialist change management consultancy for business change and digital transformation
- ✓ 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 ONLY 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



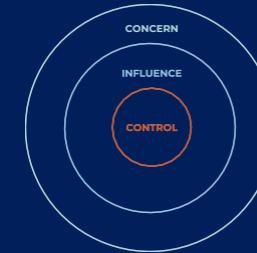


THE CHANGE CURVE

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



FOCUS ON WHAT YOU CAN 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



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



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**.



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



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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.

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PROJECT LEAD

OFFICE OF RAIL AND ROAD



SUCCESS STORIES

“

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.

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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

