



CHANGE MANAGEMENT FOR DIGITAL TRANSFORMATION AND TECHNOLOGY ADOPTION

DRIVING DIGITAL CHANGE WITH
PEOPLE-FIRST STRATEGIES THAT
STICK

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CHANGE MANAGEMENT FOR DIGITAL TRANSFORMATION AND TECHNOLOGY ADOPTION

MAKING DIGITAL CHANGE WORK FOR PEOPLE

We help organisations plan, deliver and embed change across digital transformation, IT programmes and Microsoft 365.

Our experienced change consultants work with your teams to reduce resistance, boost adoption and align technology with real-world workflows, combining change management, training and engagement expertise to turn ambitious change into measurable, lasting progress.

“

Inform astutely assessed what needed to be done to connect the technology we were rolling out to our people. Whenever we saw a problem to which we didn't know an answer, Inform would come back with a solution and people to execute it.

”

PROGRAMME DIRECTOR
DEPARTMENT OF ENERGY
SECURITY & NET ZERO

OUR APPROACH

We deliver change strategies that put people at the centre of digital transformation. From early readiness to long-term adoption, we partner with you to plan, deliver and embed new ways of working making sure technology is embraced, not avoided. We combine insight, structure and creativity to drive measurable progress at every stage.

BENEFITS



Boosts successful technology adoption across teams.



Reduces resistance and disruption during change.



Embeds long-term behavioural and cultural shifts.



Aligns change to business goals and user needs.



Equips leaders to guide and sustain change.



Delivers measurable outcomes and ROI.

FEATURES

- ✓ Strategic change planning and delivery.
- ✓ Microsoft 365 adoption and readiness support.
- ✓ Stakeholder and impact analysis.
- ✓ Executive coaching and change leadership enablement.
- ✓ User journeys and adoption playbooks.
- ✓ Integrated communications and engagement.
- ✓ Measurement and evaluation of change outcomes.



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 4 E'S METHODOLOGY

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



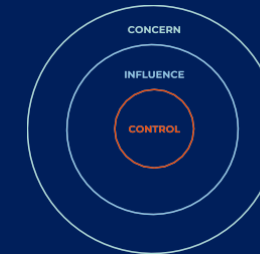


THE CHANGE CURVE

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

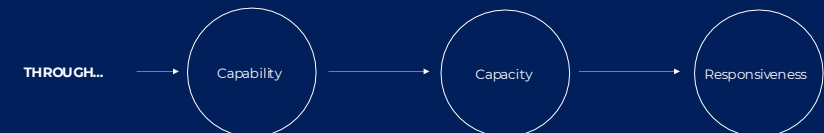
Matters outside of your control or influence

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**



SUCCESS STORIES

“

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



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.

”

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 and scoping workshops
- Microsoft 365 usage analytics and maturity reviews
- Digital strategy and business case support
- Change management consultancy
- Behavioural change and culture shift
- Hybrid and remote working enablement
- Change leadership coaching and support
- Champions network setup and enablement
- Microsoft 365 and Copilot adoption
- Communications and engagement for change

