

Service Definition Document



Change Management,
Training & Adoption Support

Service Overview

Fluid's Change Management, Training & Adoption Support service helps public sector organisations successfully adopt new digital systems, services and ways of working.

This service is typically used where an organisation is implementing cloud-based or software-as-a-service solutions and requires structured support to ensure users are prepared, change is embedded, and intended benefits are realised. It focuses on practical

change delivery, including stakeholder engagement, communication, training and adoption planning.

The service supports buyers in reducing implementation risk, improving user confidence, and ensuring that technology investment translates into sustainable operational improvement.

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Service Scope (What's Included)

Fluid can provide change and adoption support across:

- Change impact assessment aligned to the implementation or improvement programme
- Stakeholder identification, engagement and change planning
- User adoption strategy and rollout planning
- Communication planning and delivery support
- Training needs analysis and training delivery support
- Development of user guidance and supporting materials
- Support for operational readiness and transition into business-as-usual
- Benefits realisation planning and adoption measurement
- Identification of resistance points and mitigation actions
- Change support alongside delivery partners during implementation programmes

This service can be delivered as a standalone engagement or embedded alongside broader digital delivery activity.

Out of Scope

(What's Not Included)

This service does not include:

- Acting as the prime implementation vendor or systems integrator
- Delivery of organisational HR restructuring beyond programme scope
- Long-term operational training provision beyond agreed rollout support
- Procurement of learning management platforms or tooling
- Managed service delivery following go-live unless separately agreed

Fluid's role is to provide structured change, training and adoption support that enables successful delivery outcomes.

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Deliverables & Outputs

Typical deliverables include:

- **Change Management and Adoption Plan**
- **Stakeholder Engagement and Communication Plan**
- **Training Needs Analysis and Training Delivery Approach**
- **User Enablement Materials** (guides, briefing packs, session content)
- **Operational Readiness and Transition Support Outputs**
- **Benefits Realisation and Adoption Measures**
- **Change Risk and Mitigation Log**
- *Optional: Go-Live Support and Stabilisation Recommendations*

Deliverables are typically provided as presentation-style packs (PowerPoint), with streamlined Word report formats available where required.

Delivery Approach

Fluid delivers this service through a structured, buyer-centred change approach:



Fluid works collaboratively with buyer teams and delivery partners, maintaining a practical adoption-focused role throughout.

Roles & Responsibilities

Fluid Responsibilities

- Lead change management and adoption planning activity
- Provide structured training and enablement support
- Develop practical deliverables aligned to programme needs
- Support stakeholder engagement and communication activity
- Ensure change remains focused on operational outcomes and benefit realisation

Buyer Responsibilities

- Provide access to key stakeholder groups and operational leaders
- Support participation in training and engagement activities
- Confirm organisational priorities, constraints and readiness requirements
- Review and approve adoption plans and materials
- Coordinate internal leadership support for change embedding

Assumptions & Dependencies

This service assumes:

- Availability of stakeholder and user groups for engagement and training
- Buyer commitment to supporting change sponsorship and communication
- Alignment of change activity with programme delivery timelines
- Timely feedback on materials and readiness actions

The scale of adoption support will vary depending on organisational scope and programme complexity.

Outcomes & Benefits

By completing this service, buyers achieve:

- Improved user readiness and confidence in new digital services
- Reduced adoption risk during implementation programmes
- More effective training, communication and stakeholder engagement
- Stronger transition into business-as-usual operations
- Clearer benefits realisation and sustained operational improvement
- Increased likelihood that technology investment delivers intended outcomes



Commercial Model (High Level)

This service is typically delivered over **2–20 weeks**, depending on programme scale, user impact and rollout approach.

Pricing is generally offered on a fixed-scope or time-and-materials basis, aligned to the skills required (change leadership, training delivery and adoption support).

Security & Compliance (Light Touch)

Fluid applies appropriate confidentiality and information governance controls throughout delivery.

Engagements are delivered in line with buyer security requirements and recognised good practice for handling sensitive operational and user information.

