



Behavioural Change Management and Communications

G-Cloud 15 Service Definition Document

1 | ABOUT JCURV

JCURV OVERVIEW

Our mission is to increase the agility of organisations so they can thrive in an increasingly uncertain world



Our clients are a diverse range of industry leaders



INDUSTRY RECOGNITION



BEST TECHNOLOGY CONSULTANT 2024

BEST PEOPLE AND LEADERSHIP CHANGE 2024



News UK



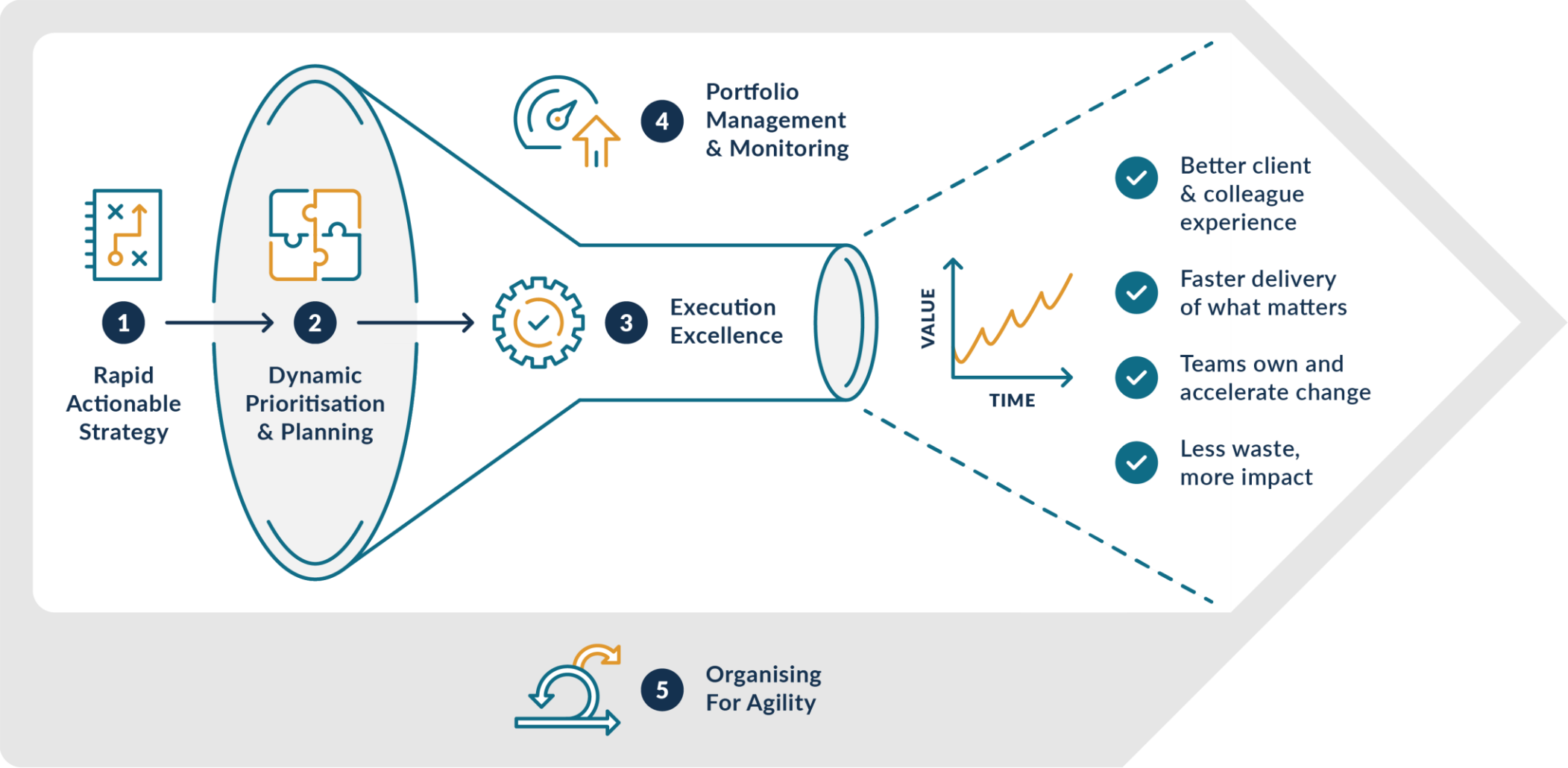
BEST NEW CONSULTANCY



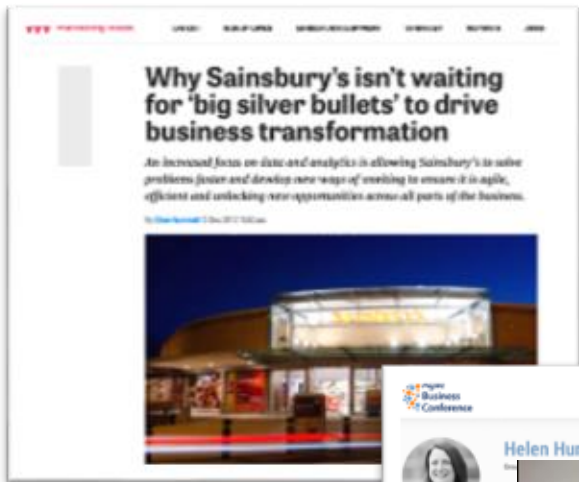
Sainsbury's



WE HELP EXECUTE YOUR STRATEGY, END-TO-END

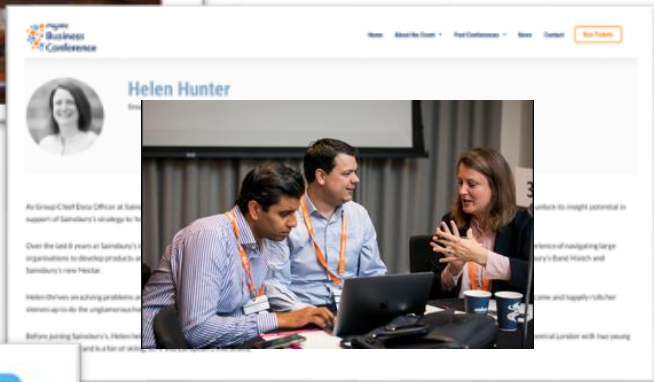


MEDIA RECOGNITION



JCURV's client presented at the Agile Business conference about Sainsbury's Agile journey

Article on the Agile transformation undertaken in DACE in Marketing Week



Agile in Data conference presentation at the '2018 Women in Data' conference by JCURV's client



JCURV's Payal Jain recognised as an inspirational role model by WeAreTechWomen.

Article on some insights from our 3rd State of Agile Culture Survey, with perspectives from our Founder Vikram on how organisations and leaders can respond.



JCURV's Vikram Jain discusses findings from our recent State of Agile Culture report on Ian King Live



JCURV's Payal Jain joined MPs and other female leaders at 10 Downing street for International Women's day

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BEHAVIOURAL CHANGE MANAGEMENT AND COMMUNICATIONS

THE MARKET TRENDS DRIVING CHANGE

With the abundance of disruption in the market there has never been a more important time to focus on the workforce and need to invest in behavioural change.

TRENDS IN THE MARKET	WHAT THIS ENABLES	WHERE FOCUS IS APPLIED
1 Adapting agile practices and organisational structures	• Seamless collaboration across organisational silos • Rapid prototyping and deployment of new products • Increased adaptability to market changes	✓ Structural governance ✓ Behavioural change management ✓ Operating model alignment
2 Establishing a skills-based job architecture	• Understanding the collective bench strength of your workforce • Identifying common gaps between your current workforce and your future needs • Establishing skills-based career paths	✓ Job architecture ✓ Role mapping ✓ Skills and capabilities
3 Optimising people costs to prepare for AI augmentation	• Allows room for AI to do repetitive jobs • Frees up capacity to focus on knowledge and value-based activities • Leveraging data and insights to make informed decisions	✓ Insight-led and data-driven ✓ Enabling technology

...AND SIGNIFICANT BENEFITS ARE BEING REALISED BY OUR CLIENTS

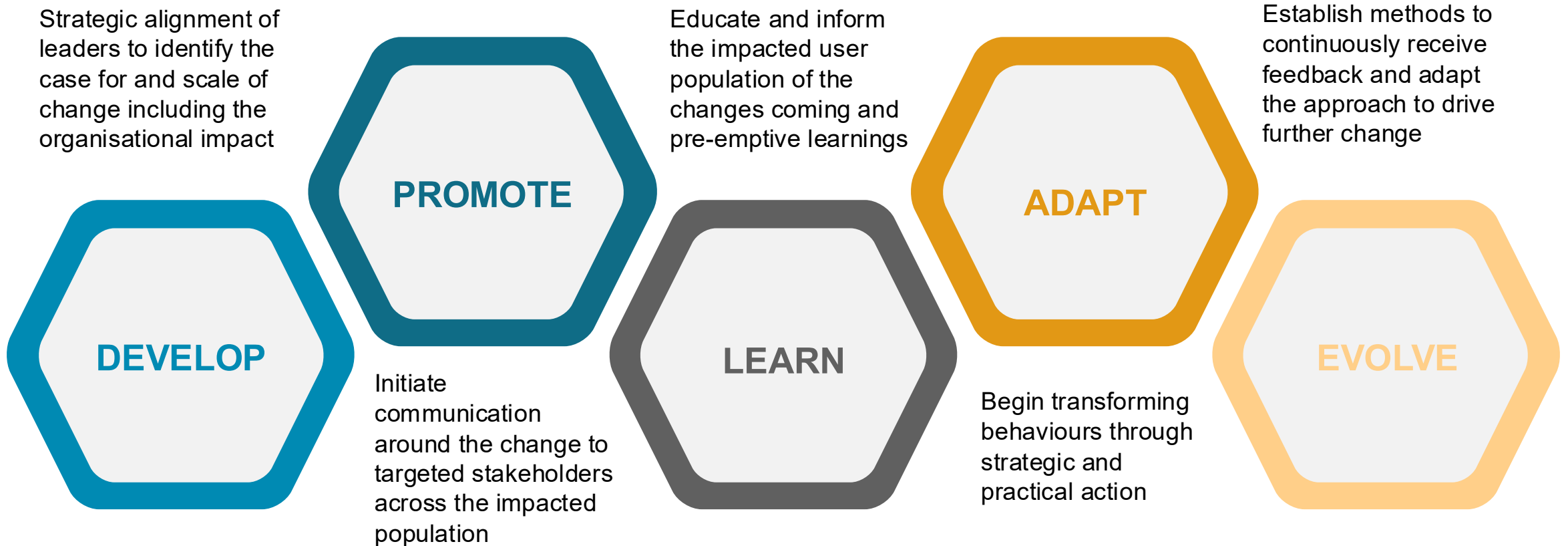
Our clients see significant uplift in the below improvement areas after increasing investment around behavioural change management in parallel with transformation.

KEY BENEFITS REALISED

Employee Adoption	Cultural Shift	Reduced Redundance	Sustainable Results	Improved Performance	Risk Mitigation
Maximising how employees understand and embrace the transformation, leading to higher adoption rates of new processes, technologies, and ways of working.	Facilitating a cultural shift within the organization by promoting new behaviors and attitudes that align with the transformational goals	Addressing resistance to change proactively, behavioral change management helps mitigate potential roadblocks and increases overall receptiveness to the transformation initiatives	Creating lasting change by ingraining new habits and mindsets, rather than just implementing short-term fixes, leading to sustainable results over time	Aligning behaviors with organizational objectives, it drives improved performance at both individual and team levels, leading to increased productivity and efficiency	Identifying and mitigating risks associated with the transformation by addressing potential gaps in knowledge, skills, and attitudes early on, reducing the likelihood of project failure.
					

APPLYING CHANGE MANAGEMENT TO YOUR TRANSFORMATION

Our behavioural change management framework introduces a simple, practical, and sustainable approach to designing, developing, and delivering effective change across your organisation.



Featured Services: **Behavioural Change Management**

Within JCURV's behavioural change framework, we proudly offer the following example services to our clients



Establishing Strategic Case for Change



Change Impact Assessments



Leadership and Stakeholder Engagement



Learning Needs Analysis and Delivery



Communications Design and Delivery



User Adoption Reporting, Monitoring and Intervention



Enterprise Change Portfolio Management



Executive and Agile Coaching

HOW TO GET IN TOUCH

Contact Us



Email

info@jcurv.com



Call

07878935157



Website

jcurv.com

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