



# Change Management

## *The Key to Transformational Success*

**Organizational change management (OCM)** is critical to success for transformation efforts associated with cultural, procedural, and system-based changes. OCM increases the organizational capacity to accelerate change within an institution through the process of engaging individuals at all levels to ensure the successful adoption of the transformation. OCM's goal is to ensure that people are both willing and able to adopt necessary new behaviors while letting go of those that are no longer appropriate.

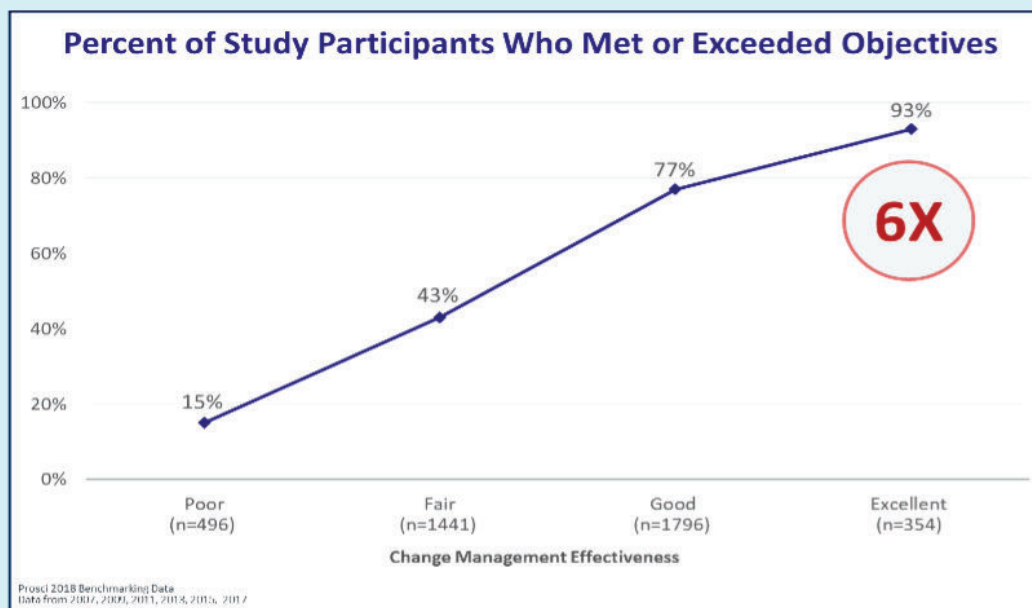
Among the challenges that organizations implementing change face are:

- ▶ Different perceptions of whether, why, and when change is necessary
- ▶ Conflicting objectives between and across organizational levels and units
- ▶ Struggles for control
- ▶ Emotional stress and increased conflict
- ▶ Reluctance to relinquish a highly valued past

## 7 Reasons for Deploying Organizational Change Management\*

- 1. Driving more successful change** – Data and experience show that effective change management drives greater benefit realization and achievement of results and outcomes. Building change management capabilities means greater success on critical projects and initiatives.
- 2. Handling the amount of change occurring** – Given the amount of and frequency of change occurring in organizations today, becoming better at implementing change is essential.
- 3. Addressing the costs of poorly managed change** – Many organizations have examples, or even a legacy, of changes that were poorly managed, did not deliver results and created stress and confusion in the organization. Under-delivering on change is not tolerable going forward.
- 4. Aligning organizational practice with organizational values** – This case is particularly relevant for organizations that espouse the importance and value of their people.
- 5. Preparing the organization for the future** – The horizon for many organizations, and even industries, includes significant changes that are necessary to remain competitive and successful.
- 6. Creating consistency and efficiencies in approach** – Change management practices across an organization can be more effective when there is a standard approach in place.
- 7. Building needed internal capabilities** – Change management is viewed as an essential organizational capability and individual competency for employees.

\* <https://www.prosci.com/resources/articles/7-reasons-for-change-management-deployment>



The Prosci 2018 Benchmarking Data study displays that there is a strong correlation between change management effectiveness and those who met or exceeded project objectives. This demonstrates the necessity for implementing change management activities early and often.

# What do Attain Partners' Organizational Change Management Services Provide?

Attain Partners leverages the below set of tools to document and work towards the desired change management outcomes. Based upon an institution's specific change needs, we select the appropriate tools to drive success.

## Change Management Approach

Provides direction for informed decision-making and brings the project or change to life by analyzing the risks and change characteristics and describing who and how it will impact the organization.

## Stakeholder Analysis and Change Readiness Assessments

Assists the project team members to understand the variety of stakeholders that have an interest in the project and the individual nuances that can affect project risk.

## Sponsor Roadmap

Analyzes sponsor effectiveness and provides action plans to support leadership during and after the change.

## Change Impact Assessment

Identifies the groups of individuals being impacted by the change, in what ways they are being impacted, and unique challenges that may face this group in the project.

## Stakeholder Engagement Plan

Creates targeted engagement activities that help those impacted by change navigate through the ADKAR (Awareness, Desire, Knowledge, Ability, Reinforcement) journey.

## Training Plan

Inventories the skills required and documents all training activities during and after the change occurs.

## Coaching and Resistance Mitigation Plans

Provides a structure and a "train-the-trainer" approach to ensure that managers know when and how to coach their employees to adopt change more efficiently.

## Why Choose Attain Partners?

At Attain Partners, we focus on achieving the intended change management outcomes so your organization can achieve the desired return on investment. Attain Partners has proven success in providing an outcome-driven delivery model by:

- ▶ Embedding change management within project management activities
- ▶ Guiding individuals through the ADKAR model to yield support at the organizational level
- ▶ Developing metrics early in the project and continually analyze successes and implement corrections
- ▶ Liaising between technical and functional teams and employees



## Not just powering the future—empowering it.

Based in McLean, Va., Attain Partners is a leading management, technology, and compliance consulting firm delivering services and solutions to advance client missions across the education, nonprofit, healthcare, and state and local government landscapes. We're an innovative and values-driven firm working to disrupt the status quo to change the world and improve the lives of those we serve.

For more information, visit [AttainPartners.com](https://AttainPartners.com).