



Why do I need to be better at managing change?

Research shows that 70% of change programmes fail to achieve their goals. A recent survey* identified 'managing change' as the biggest management challenge with common pitfalls being:

- Failure to maintain momentum – (58%)
- Not consolidating benefits – (64%)
- Failure to manage motivation (65%)
- Not learning from changes – (71%)

* Ref. 2007 Roffey Park Management Agenda, which is widely recognised as one of the most important and reliable indicators of emerging workplace trends in the UK

Whether change is motivated by market changes, the need to re-organise or technology change, the impact of failure in human and business terms can be immense. Yet managing all aspects of organisational, process and cultural change can be daunting, if not impossible. As a result expected benefits are often not realised and people soon become weary of change.

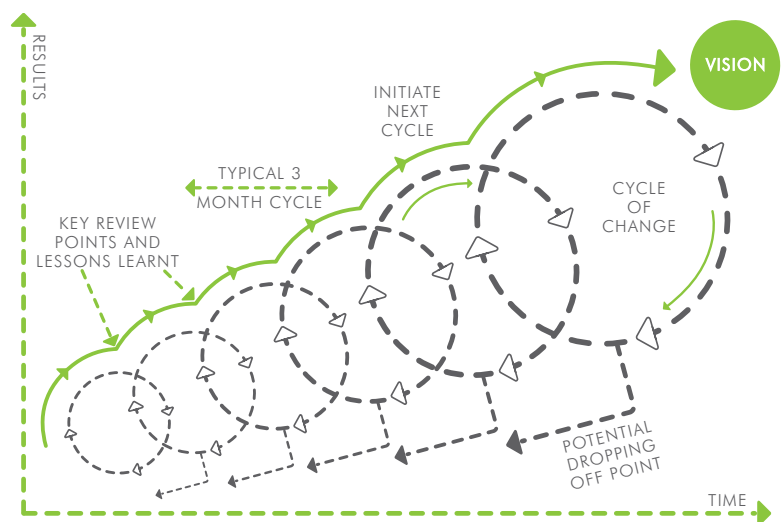
How can I get more in control of change?

We believe that a new approach is needed for managing change; one that combines the disciplines of project management with the richness of change management theory and practice. This starts with breaking down the change into discrete 'cycles of change' that progressively build momentum, confidence and commitment and are supported by proven change processes and tools.



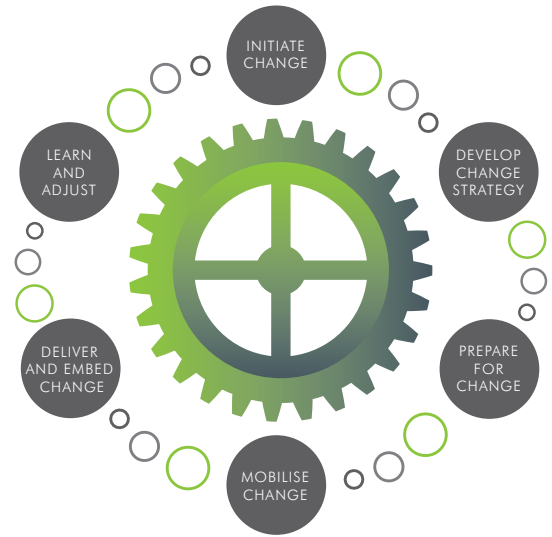
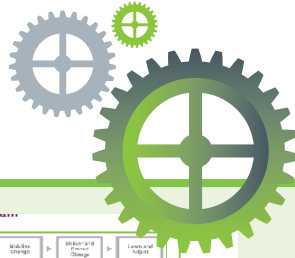
How do I get started?

Once we have worked with you to help shape your vision and strategic initiatives, we jointly plan your first 'change cycle'. We then create your own Change Factory™ containing change processes, tools and measures. We then make this available to your change team to help ensure that each 'change cycle' is successfully delivered.



How do I run the Change Factory™

Several types of change process have been modeled within the Change Factory™, including Transitional, Transformational (see diagram) and Incremental change. We make adjustments to the appropriate process and assemble the relevant tools, check-lists and measures based on the nature of your change.



Task: Establish Core Change Team

Assets

Asset Name	Asset Description	Category	Type	Use
Checklist: Establish Core Team	Questions, hints and tips to clarify thinking about important aspects of setting the core team.	Checklist		Download View
Example of Core Change Team Relationships	Diagram of how the Core Change Team Relationships may work.	Diagram	Consultant	Download View
Example Change Assistant Role	Example for a Change Assistant profile, including Job Title, Responsibilities, Responsible for, Main Purpose of Job, Key Responsibilities, Knowledge, Experience, Skills/Competences.	Other		Download View
Core Change Team Role	Description of the Team Role including the main line of the reporting relationships and the core members.	Guide		Download View

Roles

Role	Owner/Worker
Change Leader (1)	View

No comments...

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Key Features

The Change Factory™ can be accessed on-line by change team members whose assigned change tasks are highlighted along with a range of supporting 'assets' (see screen shot). These can be viewed or updated and stored locally as part of completing their tasks. User-defined security controls limit access to tasks and assets for more sensitive areas of change. The 'Change Dashboard' reports on change progress including the achievement of change outcomes, stakeholder commitment and internal change capability.

How do I benefit?

- Change becomes more predictable with each 'stage' having clearly defined outcomes
- Risk of failure is reduced by building up momentum through each 'cycle of change'
- All aspects of change (organisational, process, culture etc.) are considered increasing the likelihood of success

- Best practice change management practices are available on-line to the change team
- Learning and experience of change is captured and can be made available to others
- Non-traditional measures of change are available to ensure management interventions are focused and reinforce the change activity

How can you help me?

We help set-up and guide you through your first 'change cycle' and develop your capability to lead subsequent cycles. We work alongside your change team helping them operate the Change Factory™, developing their change skills as well as providing expertise in any of the 'Supporting Processes' as shown in the diagram.

CHANGE PROCESS



How do I find out more?

To arrange a meeting, please call us on: 01789 740020 or email: hello@changeactory.com or for more information visit our website: www.changeactory.com