



Change Management Framework and Process

A structured change management approach is critical to driving adoption and sustaining transformations. Key elements include:

Change Strategy

- Assess organizational change readiness.
- Define the business case, objectives and outcomes sought.
- Establish governance, stakeholder engagement model, and measures of success.

Stakeholder Analysis

- Identify impacted audiences and segment by change impact and influence.
- Develop customized engagement approaches for each segment.

Communication Planning

- Create a communication matrix specifying message content, timing, channels and sender for each audience segment.
- Ensure relevance, simplicity, repetition and varied formats.

Training and Enablement

- Conduct capability and skills gap analysis.
- Develop training curriculum and job aids to equip people to adopt changes.

Coaching and Resistance Management

- Provide coaching to leaders on change leadership skills.
- Identify resistance triggers and implement targeted intervention plans.

Reinforcement and Celebration

- Define incentives, rewards, and recognition programs to encourage and embed changes.
- Celebrate milestones and wins frequently.

The change management process is iterative, adapting as transformation projects progress through different phases. Activities are integrated into project plans and delivery lifecycles. While structured, the focus remains on the people-side of change. Investing adequately in change management ensures that business outcomes and adoption match technical implementation. This ultimately accelerates transformations and amplifies ROI.