

Accelerating successful adoption of new applications with targeted training, communications programs

Identifying key influencers and lowering barriers to resistance keys to success

To realize the kind of ROI your organization expects from a new IT initiative—whether it's a new application or a move to eSupport—people have to actually use it. And for people to successfully use it, they need to:

- ▶ Be aware that a change is coming, and when
- ▶ Understand why they're being asked to make a change
- ▶ Know how and why the change will benefit them (and secondarily, the organization)
- ▶ Feel prepared to deal with the differences between the current state and the new reality
- ▶ Know to what extent this change is mandatory vs optional
- ▶ Have a positive experience from the outset
- ▶ Understand the best place to get support depending on their issue or question

Our management of change assessment services help IT project teams to create targeted end-user training and communications programs designed to speed time to successful adoption and minimize costly business interruptions during the time of transition.

Our assessment services help organizations realize greater return on technology investments by:

- ▶ Agreeing on top critical success factors related to adoption
- ▶ Identifying key adoption influencers throughout the organization and provide the tools and content necessary for them to succeed
- ▶ Determining what combination of training and communication vehicles and tools are likely to be the most effective in encouraging adoption
- ▶ Creating a training strategy designed to inform, motivate and encourage the productive use of new applications



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*breakthrough conversations
for bottom-line results*

Assessment activities:

- ▶ Determine assessment scope, including number and type of participants to be interviewed
- ▶ Draft invitation messages for clients to send to interviewees
- ▶ Create interview guide designed to gather needed information efficiently and effectively
- ▶ Conduct all phone interviews (which may range from eight to 20 or more, depending on scope and significance of change to a critical mass of end-users)
- ▶ Create and present summary report identifying top critical success factors related to adoption and strategies to address. Elements may include:
 - Areas of expected resistance by category of end-user
 - Key adoption influencers and how best to reach
 - Evaluation of current training and communications vehicles as vehicles to encourage adoption of targeted end-users
 - Communications and training strategies to consider
 - Exploration of other means by which end-users can be prepared and motivated to use new technology
 - Policies and processes likely to affect adoption
 - Success metrics
 - Pilot planning and closed feedback loop
- ▶ Hand off to client for detailed communication and training program planning and execution

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