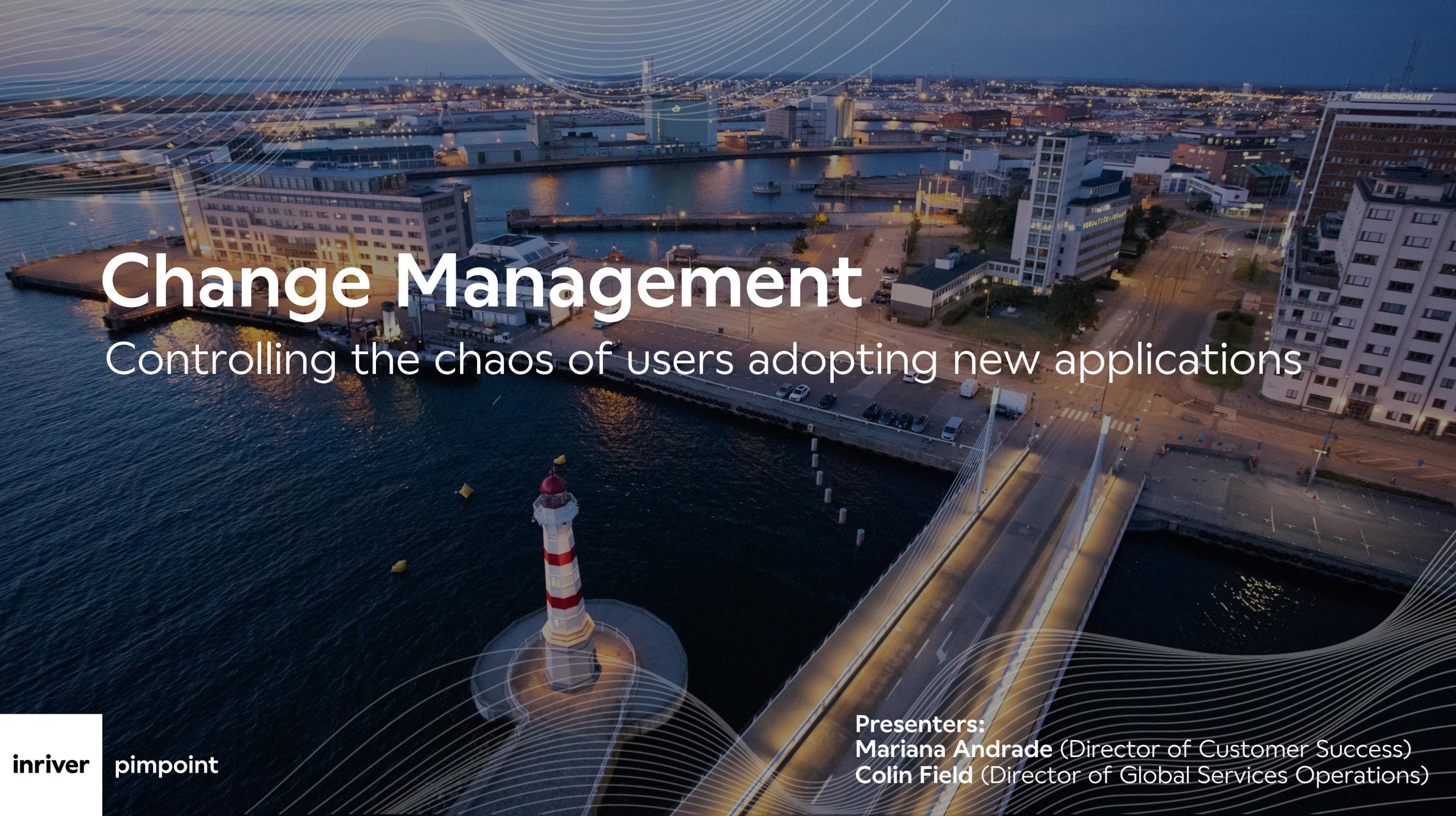


# Change Management

Controlling the chaos of users adopting new applications

An aerial night view of a city waterfront. In the foreground, a lighthouse with a red and white striped tower stands on a small island in the water. A cable-stayed bridge spans across the water towards the right. The city skyline is visible in the background, with buildings illuminated by lights. The sky is dark, and the water reflects the city lights. The overall scene is a mix of urban architecture and natural elements.

# Change Management

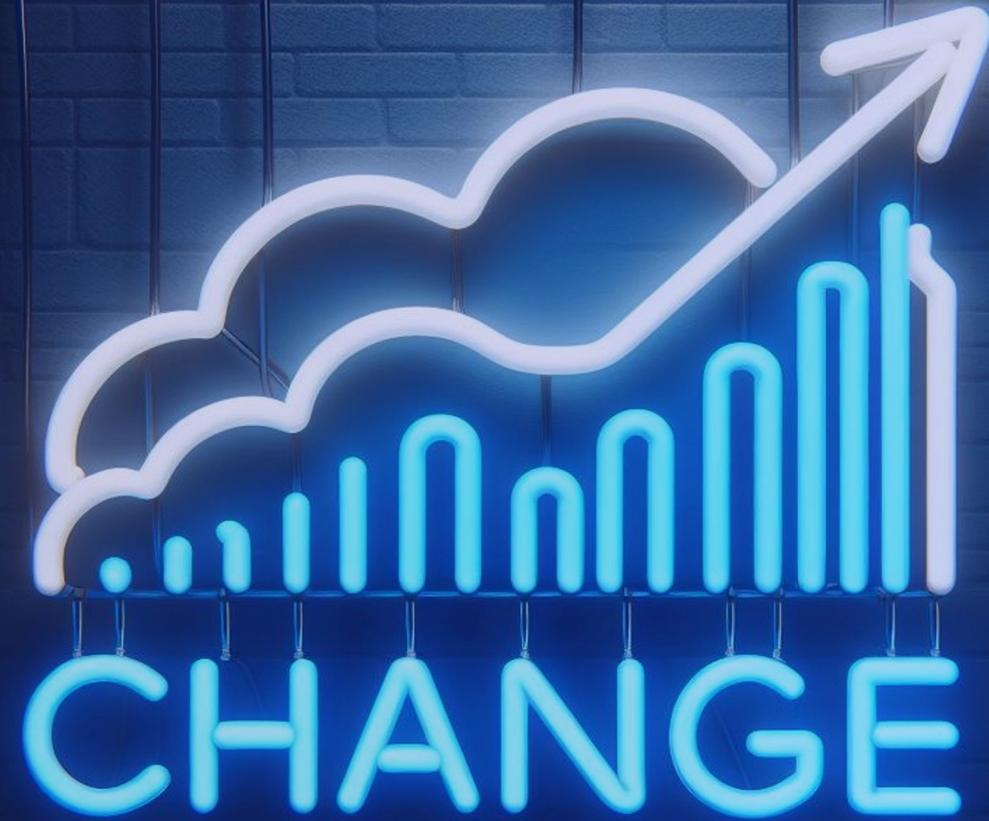
Controlling the chaos of users adopting new applications

welcome

why would you  
deliver a new  
application that  
wasn't valued and  
rarely used ?



“A human centered approach to removing friction during a period of change”



# why is user adoption hard ?

“everyone enthusiastically embraces change...  
until they realize they are needing to change”

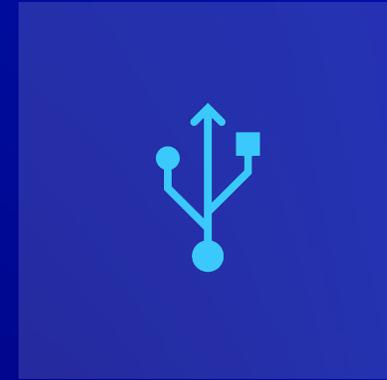
# Discussion: Common barriers impeding user adoption



Unclear Vision



People Last



Technically Focused

# The story of...

the password  
management solution  
everyone needed, and  
no one wanted



# The story of...

salesforce and the  
never ending need to  
add new fields



A scenic landscape at dusk or dawn, featuring a winding road that leads towards a large billboard. The billboard displays the words "THE FUTURE" in a glowing, blue, sans-serif font. The background consists of dark, silhouetted mountains under a sky with soft, colorful clouds. A small white building is visible on the right side of the road.

THE  
FUTURE

imagine a different scenario

post-it-note

# Pillars of Change

“all change in business is about four things ”

# Change Framework: Old vs New



Identify the Platform



Justify the Purpose



Engage People



Change the Processes

# Change Framework: Old vs New



Identify the Platform



Clarify the Purpose

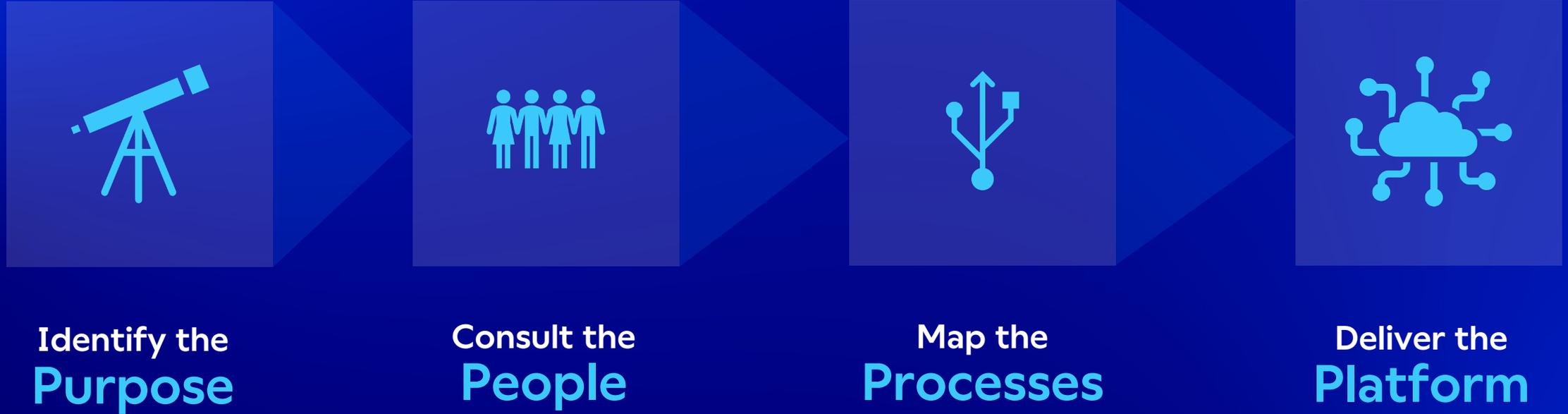


Engage People



Change the Processes

# Change Framework: The Four Pillars of Change



# Change Strategies and Tools

“to repeat the same actions every time and expect a different result is the definition of insanity”

# Managing Change: Purpose



## Project Brief

- What are you trying to achieve and why
- Use this statement to keep 'honest'



## Guiding Principles

- Pro Tip: used to steer the project and gain executive sponsor buy in



# Managing Change: People I act with empathy



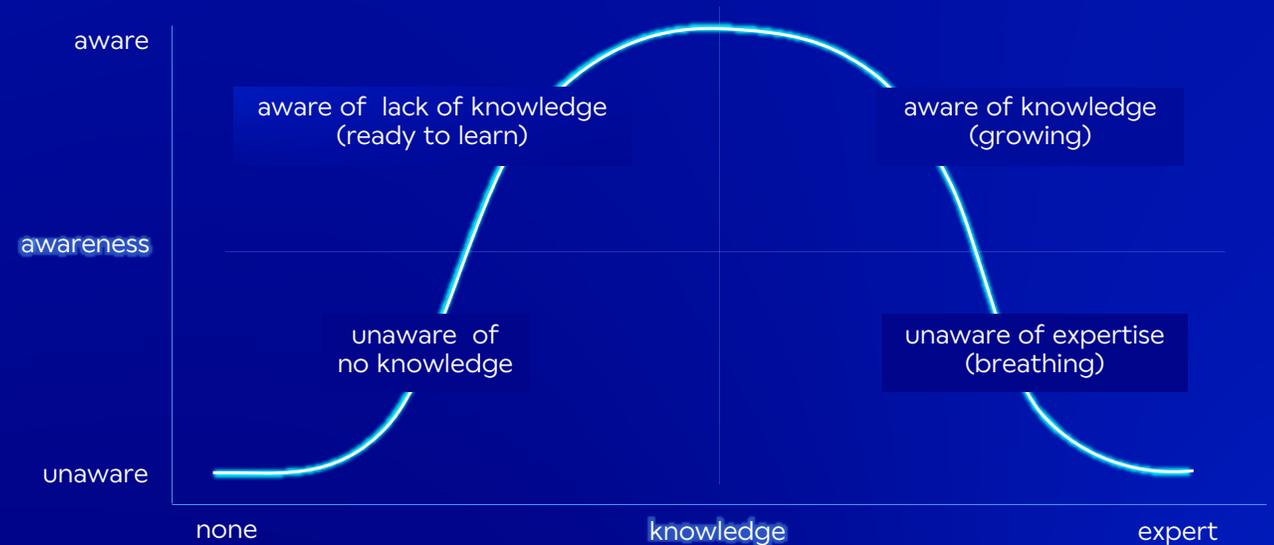
## Learning Curve

- Dimensions of Change planning



## Engagement Plan

- RACI mapping
- Requirements gathering
- Resistance mitigation planning



adopting change mirrors an individual's pace at completing their learning curve

# Managing Change: Process | organize and align



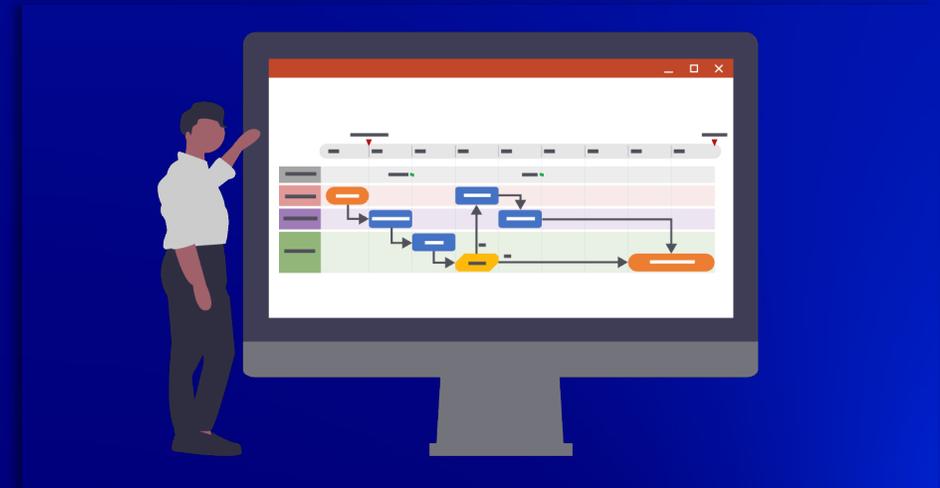
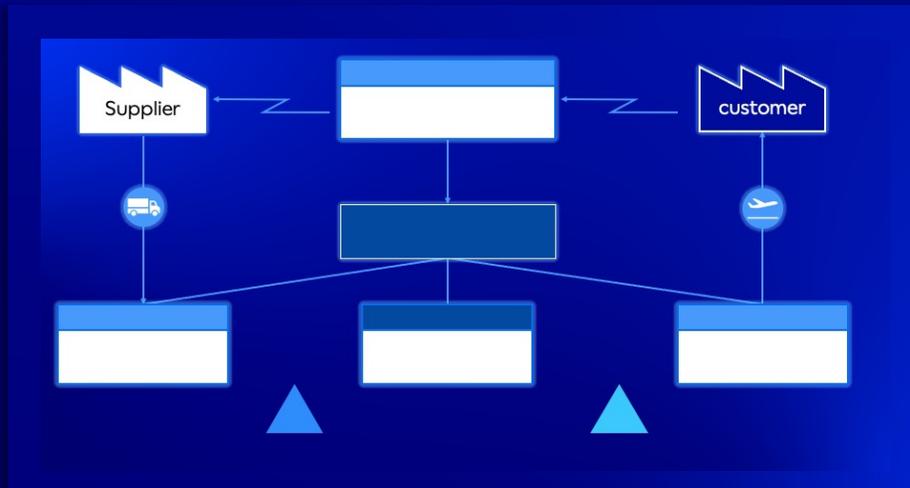
## Value Stream Mapping

- Current state mapping of process and pain points



## Swimlane Mapping

- Future state RACI mapping
- Closing pain points



# Managing Change: Platform | enable future state



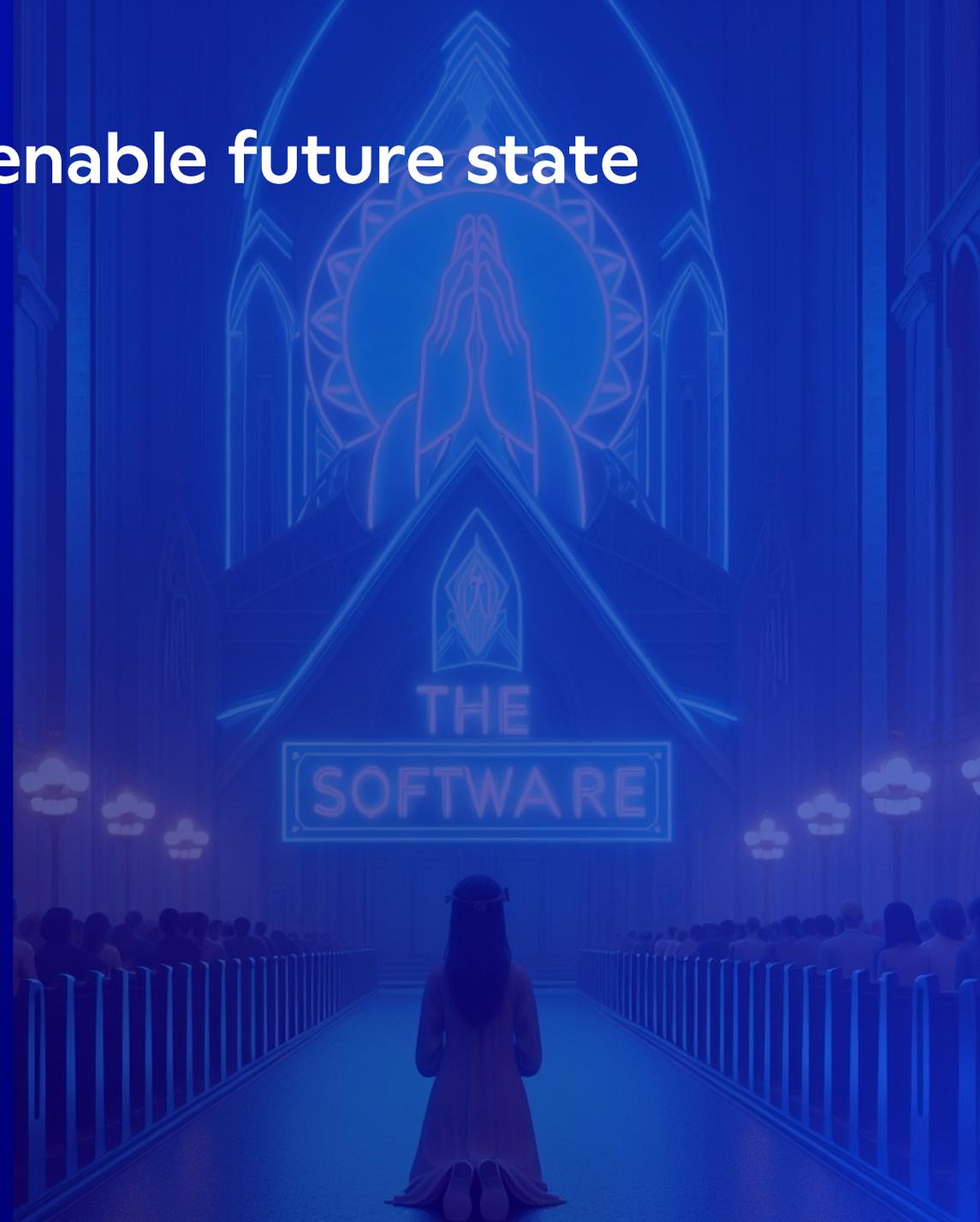
## Early Adopters Drive Change

- Find early adopters to test your build meets requirements, and respond to feedback



## Sustainment Metrics

- Metrics that measure 'definition of good'
- Metrics that honestly track adoption
- No vanity metrics here



# Managing Change: how inriver can help



strategic  
**Planning**



Business  
**Diagnostics**



Onboarding  
**Stakeholders**



Optimizing  
**Partnerships**

# Managing Change: customer success offer



strategic  
Planning



Business  
Diagnostics



Onboarding  
Stakeholders



Optimizing  
Partnerships

inriver  
**Business Readiness**  
as a service



THE  
FUTURE

IS NOW

**The story of...**

the consultant time  
tracking solution that  
was adopted in 2  
weeks



# Change Management: a way to embrace change



## Clarity of Purpose

- Ensuring everyone accepts **why** change and the end goal



## Productive Process

- Adoption of **process improvement** as part of your DNA



## Human Centered

- **Appreciate** what teams need to frictionlessly adopt change



## Platform Fit

- Solutions **enabling** purpose, people and process

# learn more...



Scan Me

inriver community service status colin field ask a question

Hi, how can we help you?

search (e.g. work area, reset password or Evaluate)

quick links: [BEST API](#), [troubleshooting](#), [query](#)

**getting started**  
everything you need to know to launch your PIM

**knowledge base**  
learning library to help you succeed

**developer docs**  
for the more technical aspects

## Change Management | supporting article for PIMpoint 2024 Presentation

unfollow

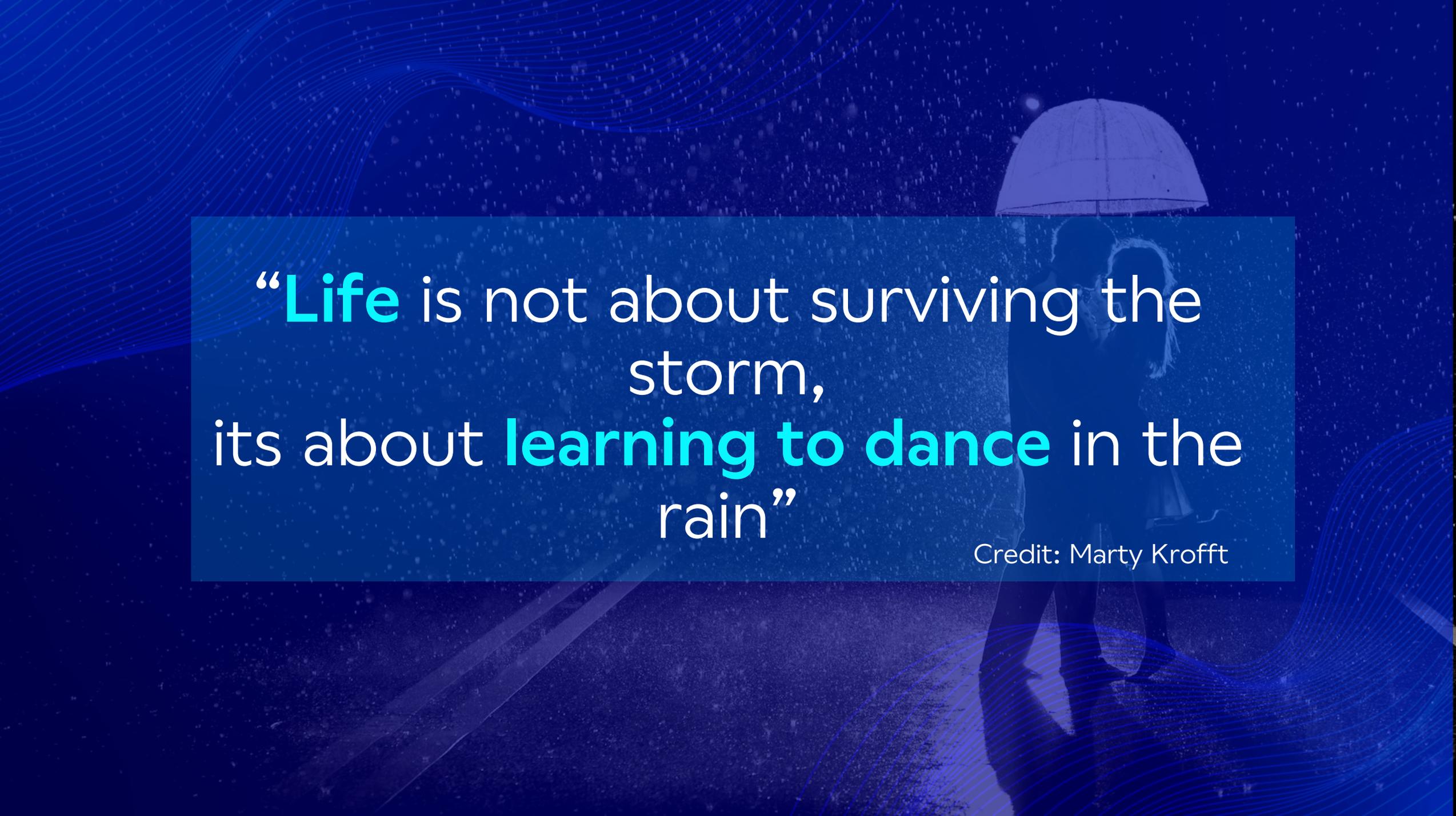
 Colin Field  
Today at 12:44 · Updated

This article provides links to further reading and media relating to the topics and themes covered during PIMpoint 2024's seminal enablement breakout session: "Change Management - how to control the chaos of users adopting new applications". The Presentation was written and presented by Mariana Andrade, Director of Customer Success EMEA at inriver, and Colin Field Director of Global Services Operations, also at inriver.

### The Presentation PDF

If you would like a copy of the PDF presentation, please follow the link below. The PDF includes slides only. Speaker notes are not included in the pdf version.

You can access the PDF version of the presentation by following this link

A person is seen from behind, holding a light-colored umbrella in the rain. The scene is dark, with rain falling around them. A semi-transparent blue rectangular box is overlaid on the image, containing white and cyan text. The text reads: "Life is not about surviving the storm, its about learning to dance in the rain". The word "Life" is in cyan, "learning to dance" is in cyan, and the rest is in white. The background also features decorative blue wavy lines.

“**Life** is not about surviving the storm,  
its about **learning to dance** in the rain”

Credit: Marty Krofft

**thank you**