



Introduction to Change Management in Technology Transitions

1. Three Phase Process for Change

Change can be challenging, particularly when transitioning to new technology or systems. The Prosci 3-Phase Process provides a structured approach to navigate this journey effectively. It guides organisations through preparing for change, managing the transition, and sustaining outcomes, ensuring a smooth and successful transformation.

Prepare Approach

1

Manage Change

2

Sustain Outcomes

3

In this initial phase, organisations define their change strategy, identify key stakeholders, and build a strong change management team.

- ✓ **Define Success:** What are we trying to achieve?
- ✓ **Define Impact:** Who has to do their jobs differently and how?
- ✓ **Define Approach:** What will it take to achieve success

Tip: Develop a detailed plan that aligns with organisational goals and prioritise stakeholder engagement to foster early buy-in.

This stage focuses on implementing change activities, supporting staff through the transition, and monitoring progress.

- ✓ **Plan and Act:** What will we do to prepare, equip and support?
- ✓ **Track Performance:** How are we doing?
- ✓ **Adapt Actions:** What adjustments do we need?

Tip: Provide timely training and communication to ensure stakeholders understand the benefits of the change and feel supported during the process.

The final phase ensures that the desired change sticks by reinforcing new behaviours and continuously assessing progress.

- ✓ **Review Performance:** Where are we? Are we done?
- ✓ **Activate Sustainment:** What is needed to ensure change sticks?
- ✓ **Transfer Ownership:** Who will assume ownership and sustain outcomes?

Tip: Collect feedback to refine processes, celebrate quick wins to maintain motivation, and establish accountability for long-term success.

2. Best Practices in Change Management

Here, you'll find key concepts and strategies to effectively engage stakeholders, communicate changes, provide targeted training, and establish continuous feedback channels to ensure a smooth and collaborative transition.

	Stakeholder Management	Effective Communication	Training and Support	Feedback and Adaption
Description	Stakeholder management involves identifying, analysing and engaging with the various individuals, groups, or organisations that have an interest or influence in the change process.	Effective communication is crucial in managing change, particularly in ensuring that all stakeholders are informed, engaged, and aligned with the change objectives	Training and support are supporting components of any change, that equip employees with the necessary skills and knowledge to adapt to new technologies and processes.	Feedback and adaption involve gathering and responding to staff input, refining change practices based on continuous evaluation, and communicating how feedback shapes improvements.
Key Activities	<ul style="list-style-type: none">✓ Identify key players and assess their role in the change process✓ Foster relationships and commitment via interactive sessions and consistent updates✓ Gather and use feedback to shape the change strategy	<ul style="list-style-type: none">✓ Craft a clear communication plan specifying the what, who, how, and when✓ Keep language straightforward for universal comprehension✓ Tailor communication tactics to suit stakeholder needs and preferences	<ul style="list-style-type: none">✓ Pinpoint training requirements per user group and create relevant programs✓ Provide varied training approaches to suit different learning styles✓ Ensure availability of continuous support mechanisms	<ul style="list-style-type: none">✓ Set up systems for collecting and responding to staff input✓ Continuously evaluate feedback to refine the change process✓ Communicate how feedback contributes to change and improvements