regoUniversity 2017

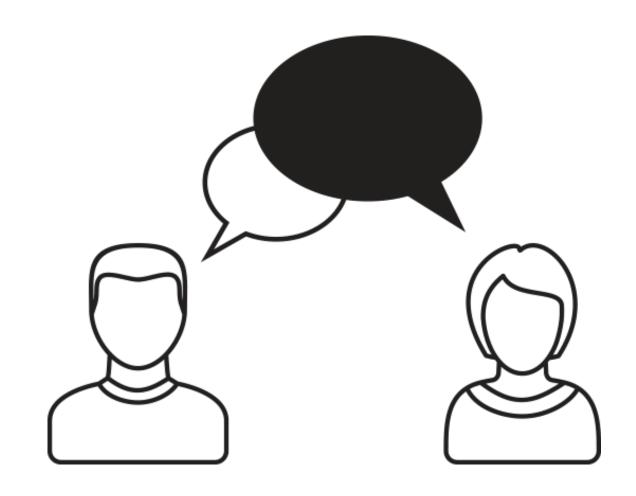# Leading Change and Delivering Value

Your Guide: Dan Greer

Introductions

- Take 5 Minutes

- Turn to a Person Near You

- Introduce Yourself

Agenda

- Change Management and Leading Change
- Keys to Success

Open Mic

- What do you think of when I say "Leading Change" or "Change Management"?

My Experience

"I want to find a bold and innovative way to do everything exactly the same way it's been done for 25 years."

My Experience Around Change

- Everyone Wants Change…. Different process … Different tool …. Different job … BUT….. Not maybe people are good at accepting and adapting easily

- IT folks in particular say they do not need all of that "fluff" change stuff – but they need it as much as any other organization

- Change is always around us – new leadership, new problems, new staff,etc.

- Change is stressful to everyone – and they need help dealing with it

Keys to Change Leadership

- Name Recognition

- Have Some Fun

- Personal Mentoring

- Short and Long Game

- Deliver Value

Name Recognition

- People default to what they hear.

Name Recognition

- Posters
- Demo day
- Early adopters
- Stories from real people – 3 minute video

Have Some Fun

- People love to have fun—and they remember

Have Some Fun

- Themes / Branding
  - A branding analogy is an overall theme that can be used from the beginning to the end of the deployment. This theme is something that relates the deployment to some other process or event that the users can more easily relate to.
  - A branding analogy needs to be both visual (pictures) and verbal (analogy).
  - As part of the branding, it is important to introduce elements of fun into the project. The "fun" helps to reinforce the brand in a way that no set of emails or websites can.

- Examples
  - Star Wars…
  - Garden
  - Mustang

NOTE: First impressions of a new software package are very difficult to reverse, and creating a brand around the deployment helps to gain momentum and improve the initial perception. A "catchy" brand/theme will gain the attention of management and staff.

Branding Analogy: Garden

- The details:
  - We're clearing the landscape to make way for your new garden. Just wait until you see the fruits of your labor.
  - We're beginning with a clean slate, tilling the land, turning the soil, making sure everything is organic – our garden will be clean, and easy to use.
  - We need your feedback and have engaged key stakeholders from each user group, to ensure we plant the right seeds and grow the right foods to ensure everyone can get what they need.
  - The plants have grown and it's time to harvest the fruits of your labor – come check out all the new and cool things available in Clarity.
- The "fun":
  - Posters/banners will show the garden in varying stages of growth.
  - Contests/giveaways tied perhaps to kiosk scavenger hunts/games and other entry mechanisms could include:
    - Home Depot/Lowes/Grocery Store Gift Cards
    - CSA Membership/Milk Delivery
    - Plant for desks
- Give back:
  - Support a community garden, plant trees in a park, refresh mulch at a school or daycare.

Branding Analogy: Mustang

- The details:
    - A mustang is fast and performs efficiently.
    - A mustang has advanced features that enhance our experience.
    - A mustang will take us places we were previously unable to go, so we are investing.
    - We are designing and building the new mustang to meet our exact needs, for example:
        - We are designing the engine to make sure it purrs.
        - We are building advanced dashboard controls to see exactly what is happening.
        - We are putting in an advanced GPS navigation so it will help guide us on the roads to take.
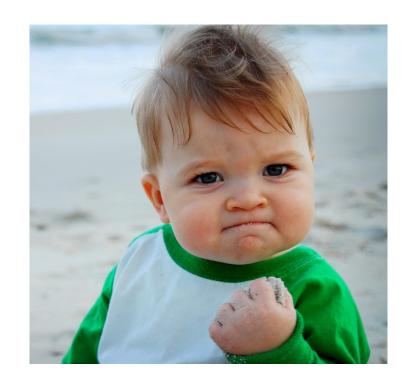- The "fun":
    - Posters/banners will show the Mustang in varying stages of completion.
    - Contests/giveaways tied perhaps to kiosk scavenger hunts/games and other entry mechanisms could include:
        - Toy mustang cars
        - Week's rental of a mustang
        - Car wash gift cards
- Give back:
    - Take donations to donate a car to Purple Heart, or other organizations that take car donations.
    - Volunteer at a car show.

Personal Mentoring

- Embrace the Hate – Emotional Reactions

- Mentor to Improve the Process

Personal Mentoring

- Training Retention is Low

- Hands-On Improves Retention

- Personal(1-1) Follow Up Sessions (Within 2 weeks)

- Implement Feedback From Mentoring

Short and Long Game

- Balance Between – Quick Wins and End Game (Vision)

Short and Long Game

- Executive Leadership – Visible and Vocal

- Start with Quick Wins

- Have a Three-Year Plan

- Understand Their Part

Delivering Value

- You Must Add Value for People Using

Delivering Value

- Automate What They Do Manually

- Simplify Processes - Kaizen Events / LEAN

- Information NOT Data

- Gamification – Leader Boards

Summary

- People Still Have to Change – No Silver Bullet
- You Can Soften the Impact

Questions?

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