



## Case for Change Management

This document is designed to help you articulate the need for change management to your organisation and support your attendance at CML's CCDP training.

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### Instructions for completing the pitch

This template is designed to help you articulate the need for change management within your organisation. Follow these steps to propose your case:

#### Project overview

- Project name: IT Transformation
- Vision or mission: *to streamline workflows and improve productivity by implementing a centralised reporting system across departments.*
- **Objectives:**
  - *Reduce manual reporting errors by 40%.*
  - *Improve decision-making through real-time data visibility.*
  - *Increase team productivity by 30% within 12 months.*

#### Link to change management

- *Dependence on employee adoption:*
  - **Objective:** *Reduce manual reporting errors by 40%.*
  - **Specific Change:** *Teams must adopt a new automated reporting tool and abandon current manual methods.*
  - **Objective:** *Improve decision-making through real-time data visibility.*
  - **Specific Change:** *Department leads must be trained to use dashboards effectively and incorporate data-driven insights into their workflows.*
- **People side of change:** *Highlight that the success of these objectives is not just about implementing the tool but ensuring employees change their behaviours, such as adopting new processes and consistently using the tool.*

#### Potential impacts of poor change management

- **Project-level risks:**
  - Failure to meet deadlines due to employee resistance to new processes.
  - Increased costs from rework and low system adoption rates.
- **Organisational-level risks:**
  - Decreased employee morale and increased frustration due to inadequate communication and training.
  - Loss of trust in leadership if the initiative fails.

## Benefits of effective change management

- **Data-driven evidence:**
  - Projects with effective change management are 6 times more likely to achieve objectives.
  - Organisations with structured change practices see 29% higher employee satisfaction during transformations.
- **Example:**
  - *"A competitor implemented a similar reporting system and achieved a 45% increase in productivity within 8 months due to a robust change management plan that prioritised employee training and engagement."*

## Specific request for support

- **Resource needs:**
  - Allocate budget for change management training and tools, such as the CCDP course and stakeholder engagement templates.
  - Provide time for team members to participate in readiness assessments and workshops.
- **Leadership support:**
  - Deliver consistent messaging about the importance of adopting the reporting tool and highlight how it aligns with the company's goals.

## Tools and techniques

- CML 5Es™ model: Explain how you will use the CML 5Es™ model to guide your change management efforts:
  - Explore: Conduct stakeholder mapping and identify readiness gaps.
  - Enable: Develop training programmes and impact assessments.
  - Engage: Onboard change champions to drive adoption.
  - Emerge: Conduct readiness reviews and align processes for BAU.
  - Embed: Provide go-live support and sustain adoption through feedback loops.
- Additional tools: Use provided templates for communication planning, readiness assessments, and stakeholder analysis.

## Conclusion

- Reiterate the need for change management:
  - Highlight that effective change management ensures the success of the Operational Efficiency Transformation project, delivering ROI and increasing employee satisfaction.
- **Call to action:**
  - Request approval for training and resources to equip the team with the skills and tools needed for successful implementation.