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 CDP training.

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: t*o 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.