Change Management Strategy

Purpose: accomplish <insert specific> change
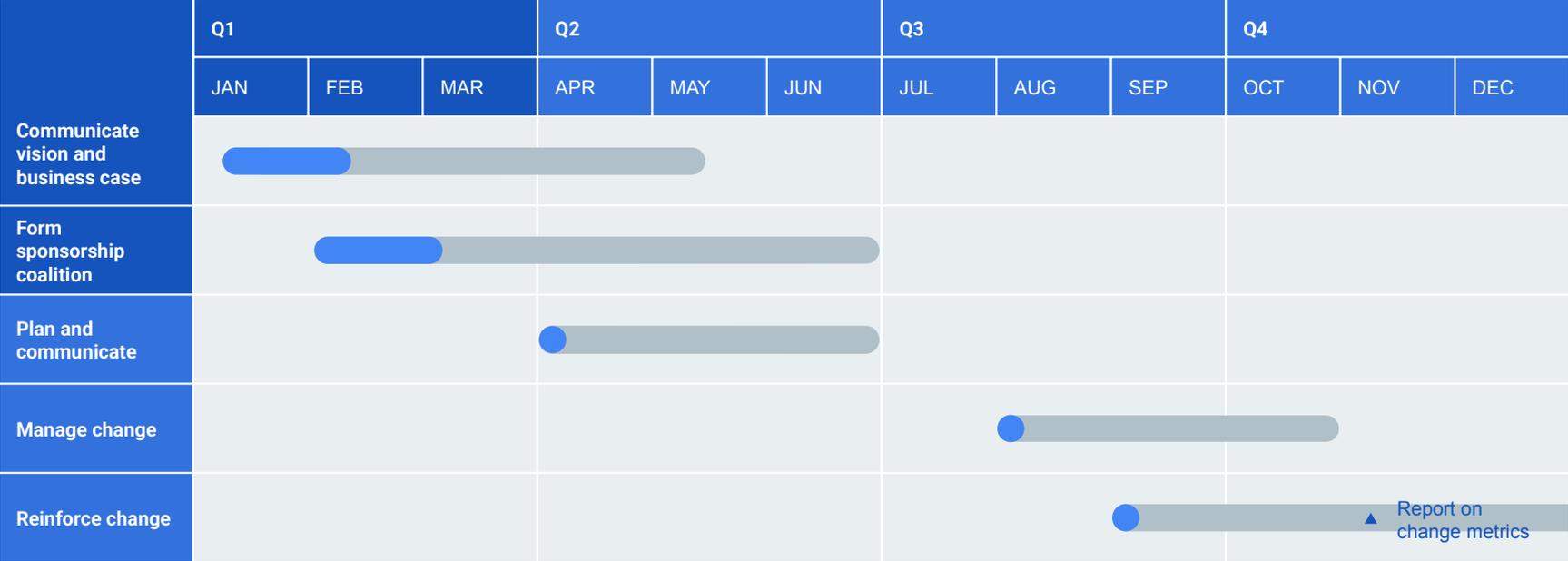
Objectives:

- Measure of success 1
- Measure of success 2
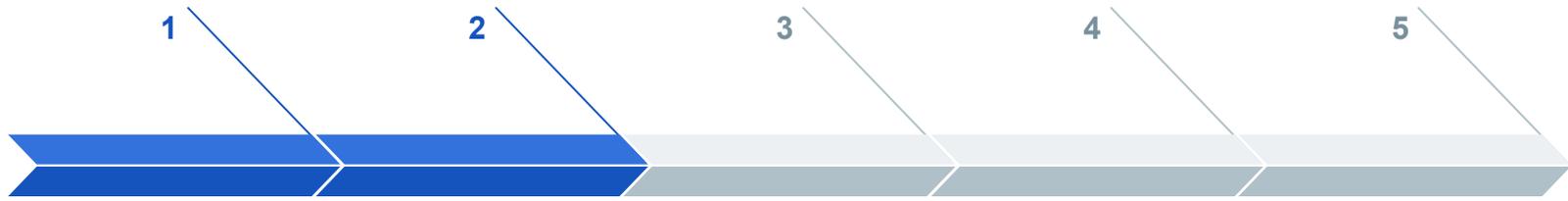- Measure of success 3

[COMPANY NAME]

Change Management Approach

	Change Assessment	Change Strategy Planning	Change Program Implementation	Change Program Measurement
Key activities	● Customize assessment ● Investigate history, openness to change, and unique change factors ● Verify scope of change ● Share priority needs and recommended stages	● Refine and formalize the case for change ● Build ROI-based roadmap ● Plan for alignment and mobilization (vision, sponsors, stakeholders, communications, workforce enablement)	● Implement leadership priority change(s) ● Run workshops on process/job impacts ● Integrate cross-functional stakeholder plans for short- and long-term ● Conduct initial change program evaluation	● Monitor adoption of change ● Improve ongoing adoption ● Seek change management learnings for future change in a retrospective workshop
Tools	● Interviews ● Journey map ● Impact assessment ● Operational transition	● Vision ● Stakeholder analytics ● Readiness assessment ● Strategy map	● Documentation for leadership priorities ● Communication plans ● Process/job impact modeling	● Review change analytics metrics (defined during assessment and planning)

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Change Management Plan Stages

	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Communicate vision and business case												
Form sponsorship coalition												
Plan and communicate												
Manage change												
Reinforce change											▲ Report on change metrics		

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Change Management Process Template

1 **2** **3** **4** **5**

Request submission

- Describe change
- Consider the impact / scope
- Submit change request form

Submission review

- Verify scope / specification
- Assess resource / asset needs
- Cost benefit analysis
- Impact analysis
- Submission approval

Plan development

- Review cost-benefit analysis
- Review impact analysis
- Resource / asset allocation
- Plan timeline

Implementation and monitoring

- Implement change
- Evaluate milestone success / challenges
- Implement revisions (if needed)
- Finalize data

Result assessment

- Assess change impact
- Find process improvements
- Compile findings report
- Share report with stakeholders

[COMPANY NAME]

Meet the Change Management Team

Title

Name

Title

Name

Title

Name

[COMPANY NAME]