

Organizational Change Management (OCM)

As our clients undergo major business transformations, ISG helps them manage the risk associated with the crucial “people side” of change. The science of organizational change management can dramatically reduce the amount of time it takes for your workforce to rebound and for your company to reap the benefits of a project.

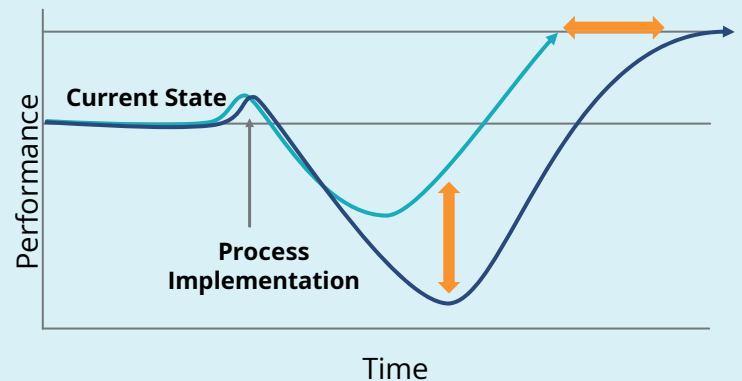
ISG’s average OCM representative has more than 15 years of professional experience, and we’ve helped clients save money, increase productivity, align teams and more, across a wide range of industries.

Managing and Bouncing Back from Change...

- Every person and every organization going through a major change encounters the “Valley of Despair.”
- We’ve all felt fear of the unknown, and companies experience a similar drop in performance based on employee resistance and inertia when going through a big transformation.
- With OCM, you can minimize the duration and depth of the performance drop.
- We help you anticipate, plan for, and proactively manage the change, making sure your employees are as ready and comfortable as possible.
- **OCM helps you rebound and start achieving gains from a project or program faster.**

We All Experience the Valley of Despair

Blue: Normal Productivity Dip After Project
Turquoise: Dip Minimized with OCM



The Six Pillars of OCM

We can help your company with projects, and/or we can set up ongoing OCM programs to benefit multiple change efforts across the enterprise. ISG OCM work includes stakeholder management, targeted communications, organizational alignment, training and learning enablement, and more.



OCM Strategy & Integration



Stakeholder Management



Change Communications



Organizational Alignment



Learning Enablement

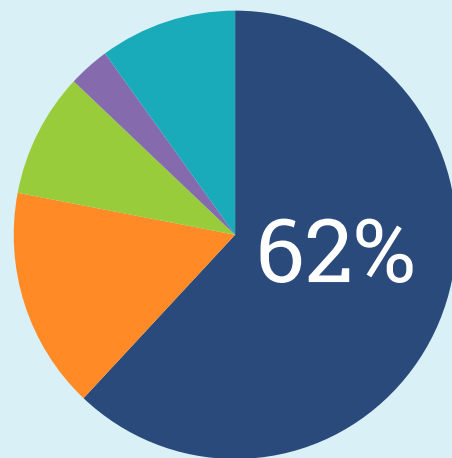


Enterprise Sustainability

Using OCM to Drive Success

- Even if you have all of your new technology, processes and knowledge in place for a major transformation, you can still fail.
- Studies show more than 60 percent of a project's success relies on the PEOPLE.
- Users must adopt the changes, or you won't see your expected return on investment.
- ISG OCM experts can help prepare employees, reducing uncertainty, resistance and even costly worker turnover.

Most Project Issues Are People-Related



■ People ■ Process ■ Technology
■ Knowledge Assets ■ Other

How OCM Helps

OCM can make a massive difference in how successful your project is, though it costs just a small fraction of your overall project budget. When companies do NOT incorporate OCM during a transformation, it's common to see challenges to the program's credibility, poor executive alignment, lack of collaboration, low morale, and difficulty achieving standardization, as people try to keep doing things the way they did before. However, when you bring in OCM, companies typically see a faster bounce back, with cost savings, increased productivity, better collaboration, clear performance metrics, and many other benefits. We want our OCM work to create a better experience for you, your company and your employees as you go through future change.

PITFALLS WITHOUT OCM

- Wait to achieve return on investment
- Program credibility challenges
- Poor executive alignment
- Lack of collaboration across functions
- Low morale/high turnover
- Difficulty achieving standardization
- Trouble sustaining change long term

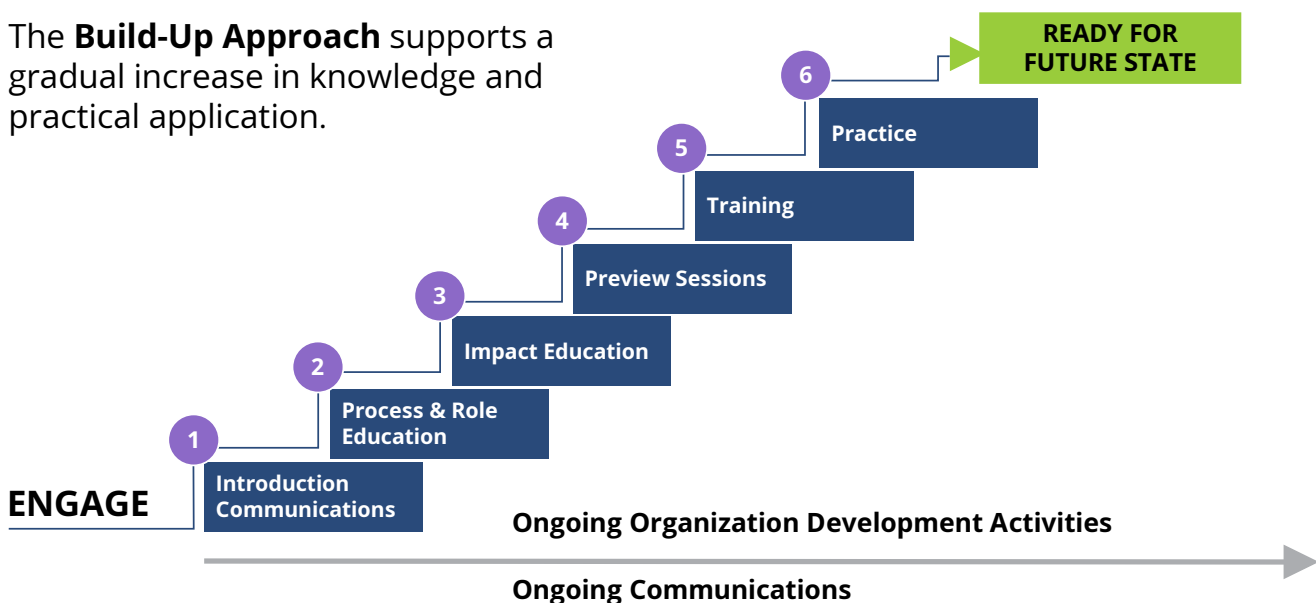
BENEFITS WITH OCM

- Cost savings
- Increased productivity
- Better alignment and collaboration
- More employee engagement
- Shorter hypercare timelines
- Improved adaptability to future needs

The Build-Up Approach

During engagements around digital transformation, ISG uses a tried-and-true methodology that gradually “builds up” employee confidence, skill and will for the company’s new technology, processes and/or roles. This methodology is designed to help people feel empowered to work in their new environment. We provide team members with targeted communications, education about their new processes and roles, details on the impacts to the business, preview sessions, training, practice, and other activities that allow them to help create their own future. This approach aligns with the popular Prosci ADKAR® (Awareness, Desire, Knowledge, Ability, Reinforcement) model for change management. We’ve used this methodology with all types of projects, including implementations of popular software like Oracle, SAP, Infor and ServiceNow.

The **Build-Up Approach** supports a gradual increase in knowledge and practical application.



Combine OCM with Other Services for a Holistic Approach

ISG offers a variety of OCM services to complement other work clients are receiving from additional areas of the firm. Include organizational change management efforts to assist with robotic process automation (RPA), sourcing solutions, other transition and transformation efforts, operating model design and implementation, enterprise resource planning (ERP) and system integration/upgrades, data/analytics and all types of digital transformation. We have extensive expertise to help.



ISG is known for industry-leading data and expertise that gets you results:

1,300+
Professionals

40+
Countries
Served

20+
Locations
Worldwide

95%
Of Our Clients
Recommend Us



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