



Mavenlink Blog



LEADERSHIP, STRATEGY

The Ultimate Commonsense Approach to Effective Change Management

6:00 AM | AUG 8, 2016 | IN: LEADERSHIP, STRATEGY

Share:



FEATURED DOWNLOAD

Turning Projects into Profits

Five Trends Transforming The Future of Service Delivery

READ NOW



Get the Secrets to Business Success

Sign Up for Your



Gaining team buy-in is critical to implementing a new system or process. Many companies do a great job selecting the system or process that will yield new efficiencies. However, it's just as important to focus on the people affected by the change. The two ways you do this are

- **Communication**

Sign up for Your Monthly Blog Roundup



SIGN ME UP!

Top Stories



What Keeps Even the Best Project Leaders Awake at Night?

September 9, 2016



14 Habits Leaders Should Break

September 8, 2016



Ride the Wave: Mavenlink's Wave for

- And Involvement

In this article, we'll talk about best practices for implementing effective change management with communication and involvement. I'll talk about the context of a new system, but these tips could apply to implementing a new process too.

*"During your decision process,
represent your end users." —
SVP Services Chris Scalia*

>> *Tweet this!*

First,

Salesforce Wave
Analytics App
integrates with
@Mavenlink to keep
Sales and Services
data in sync
<https://t.co/z1w55fcCA5>
@Salesforce #DF16



@mavenlink

represent your employees

During your decision process, represent your end users. For each user role, have a well-respected team lead or influential manager present to reflect that stakeholder group. This person understands the needs of his or her team and can [report back on progress](#) made during decision meetings. This gives your users a voice to address concerns or requests.

Before your meetings adjourn, make sure your team representatives are on the same page regarding what decisions have been made. This ensures they go back and report the same progress to their teams, and avoids biases. When your managers update their team members, the end users can feel more secure knowing their interests are being represented — and they can be more receptive to the change.

Second, stop rumors fast

Proactively updating your organization should stop the rumor mill from spreading. It is often in a void of updates that employees will feel anxiety and confusion about the system being chosen.

If a rumor does surface, set the record straight right away. Address the concern being reflected in the rumor, and explain the facts of the decision-making process and logic behind it.

Third, speak to your users' needs

It's no secret that systems and processes are meant to increase overall organizational efficiency. This could be cost cutting, productivity improvements, or generating more revenue. Your end users are

probably worried more about their daily tasks than the overall company efficiencies. So when you sell the new system internally, it's important to speak to these values.

Ask yourself, "What do my end users care about that this system fixes?" This is the communication you should lead with, to show them how the new system adds value to their day. It might cut email, [reduce steps in a workflow](#), save them a manual processes, teach them a new technology skill, or something similar. When your end users see the new system adds value to their life, it will make more sense for them.

"When your end users see the value of the new systems, they

*will be more receptive to
adopting it" — SVP Services*

Chris Scalia

>> *Tweet this!*

Get My Report:
"2016 State of Professional Services"

**Fourth, share personal
experience with the new
system**

Find someone at your company that has used this

system, or a similar one, in the past. Have this person offer a session, perhaps over lunch, where he or she can talk to personal experience with the system. Open the talk to a Q&A, so users can directly voice their fears with the product. Have the speaker address the questions to the best of their knowledge.

By understanding what to expect with the new system and reducing unknowns, your users can significantly reduce stress associated with change management.

Finally, set them up for success

Your teams need to be able to work on one system today, and easily transition to the new one tomorrow. When you flip the switch on the new system, make sure your employees are equipped and

confident in their new workflows. This means giving them the training, hardware, software, documentation, and point of contact they need to be both comfortable and successful.

Key

*"When you flip the switch on the new system, make sure your employees are equipped and confident." — SVP Services
Chris Scalia*

>> Tweet this!

takeaways

Communication is core to effective change management. This includes proactive and reactive communication. Remember to:

- Represent all stakeholders before the decision is made
- Keep end users in the loop
- Curb rumors quickly
- Offer a Q&A with someone who has used the new system
- Set your end users up for success

Keep reading

- [Feedback Culture: How to Create Positive Improvement \(for Managers\)](#)
- [TED Talks Leadership: 5 Videos You Need to Know](#)
- [What Do CFOs Read? An Inside Look](#)

SHARE ARTICLE



FILED UNDER

LEADERSHIP, STRATEGY

POSTED BY



6:00 AM | Aug 8, 2016

Comments



COMPANY

[About](#)
[Philosophy](#)
[Executive Team](#)
[Contact Us](#)
[Company History](#)
[Press Room](#)
[Trusted By](#)
[Careers](#)

FEATURES

[Project Management](#)
[Project Accounting](#)
[Resource Management](#)
[Business Intelligence](#)
[Team Collaboration](#)

[Project Manager](#)
[Finance Manager](#)
[Owners & Executives](#)
[Google Project Management Tools](#)
[Gantt Charts](#)
[Resource Management](#)

RESOURCES

[Integrations](#)
[What is Project Management](#)
[Software?](#)
[What is Resource Planning Software?](#)
[Project Management Terms](#)

[Blog](#)
[Support](#)
[Tutorials](#)
[Developers](#)
[API](#)

PLANS

[Overview](#)
[Premier](#)
[Professional](#)
[Teams](#)

FOLLOW US:



HAVE
QUESTIONS?

info@mavenlink.com

SUPPORT



for our Current
Customers

