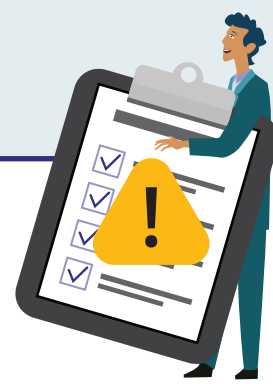




The Value of Organizational Change Management for Project Managers

How to strengthen your project manager role and improve project outcomes



1 Your project is on track to succeed, or ... is it?

You're managing important projects for your organization, like:

- Process improvements
- Technology implementations
- Digital transformation
- Mergers and acquisitions

You're doing your part effectively as a project manager:

- Managing project resources
- Staying within budget
- Meeting project milestones
- Delivering projects on time

But ... overall project success falls short because:

- Those impacted by the change resist the change
- Few people ultimately adopt the change
- Or, individuals adopt the change but bail on it at some point



Due to the above, your project drags on after all—requiring additional resources and budget, leaving employees unhappy about your project and the company, and negatively reflecting on you

2 What's missing?



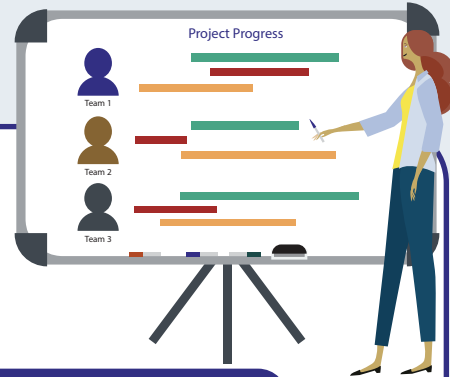
Think beyond simply installing your project. You can improve project outcomes by focusing more on people. For instance:

- Improving the flow of information to impacted individuals
- Connecting with employees early on about how the change impacts, and more importantly, benefits them
- Engaging with impacted employees before, during and after the project
- Having a strategy for addressing any resistance and sustaining the change over the long term

How do you achieve this? With *organizational change management*. Delivered one of several ways:

- Adding change management skills to your skillset
- Adding a change management resource to your team
- Enlisting the help of an external change management expert

3 Here's what change management will do for you and your projects.



A whole lot. Prosci research shows that projects with excellent change management are:



71% more likely to **stay on schedule**



81% more likely to **stay on budget**



600% more likely to **meet project objectives**

Organizational change management will:

- Improve your project outcomes and the level of adoption
- Help individuals feel good about your project and the change impacting them
- Offer proof to the business that investments in your project paid off

The Math is Clear



Project management
+ **Change management** = **Project success**