

# Navigating the Changes Ahead with Data-Driven Change Insights

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Pre-webinar chat discussion: The biggest change we'll be talking about a year from today is \_\_\_\_\_



## Navigating the Changes Ahead with Data-Driven Change Insights

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PEOPLE. CHANGE. RESULTS.™

INNOVATION  
WEBINAR  
SERIES

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## Agenda

- **Prosci Research Foundation**
- Top 12 Changes Organizations Expect to Face
- Deep Dive Into the Top 6 Expected Changes
  - Technology, Regulation, Environment, Talent, Culture, Customer

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### Celebrate and Elevate

**Prosci Research** *verb*

The ongoing, active pursuit of better and best practices that increase the likelihood of change success, fueled by the experiences and insights generously shared by practitioners in response to thoughtful questions on crucial topics.




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### Prosci Research Process

Topic Selection




What areas can we learn about to equip future change leaders with ability to drive more successful change?

Thoughtful Questions




How do we artfully craft questions that will yield the learnings and insights we can action on?

Data Collection




How will we find participants? How will we pull the experience, insights, and data points from them?

Analysis and Synthesis

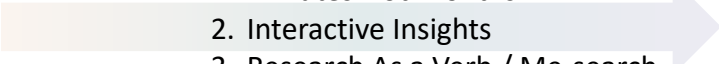


How will we translate what we've learned into actionable insights?

Produce



How will people consume and access the learnings? How will Prosci add value?




1. Minutes Not Months

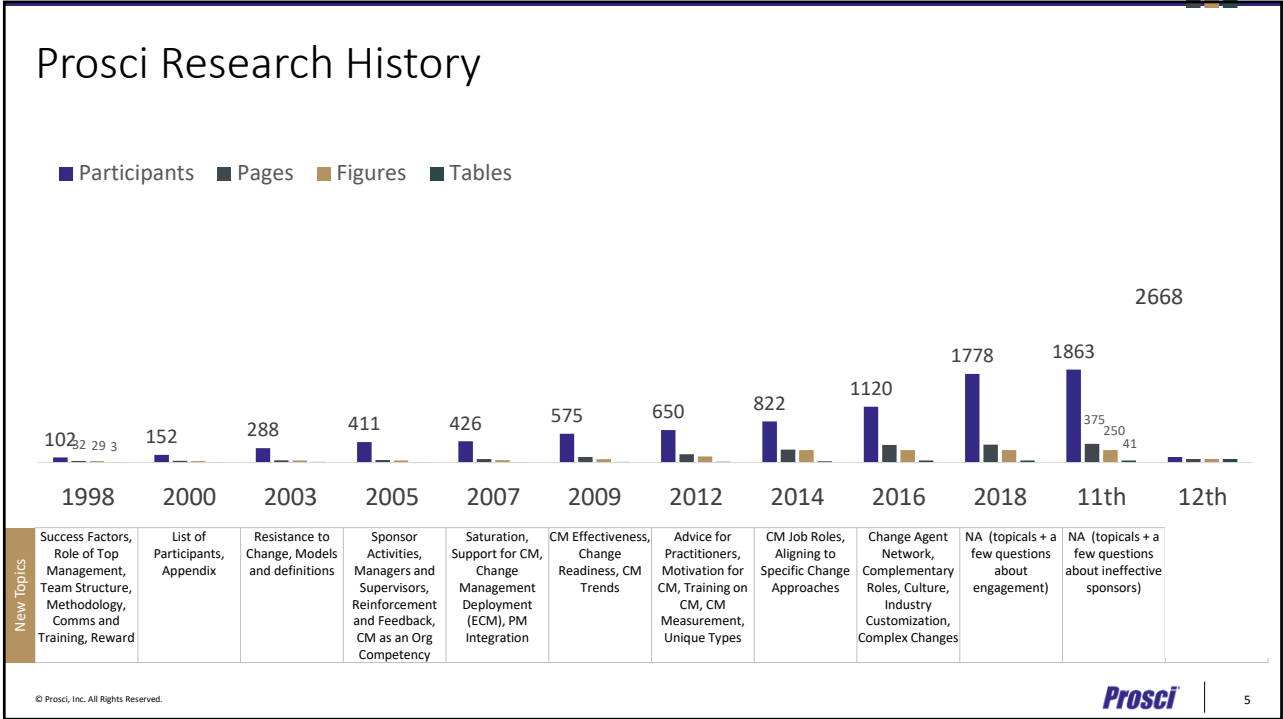
2. Interactive Insights

3. Research As a Verb / Me-search

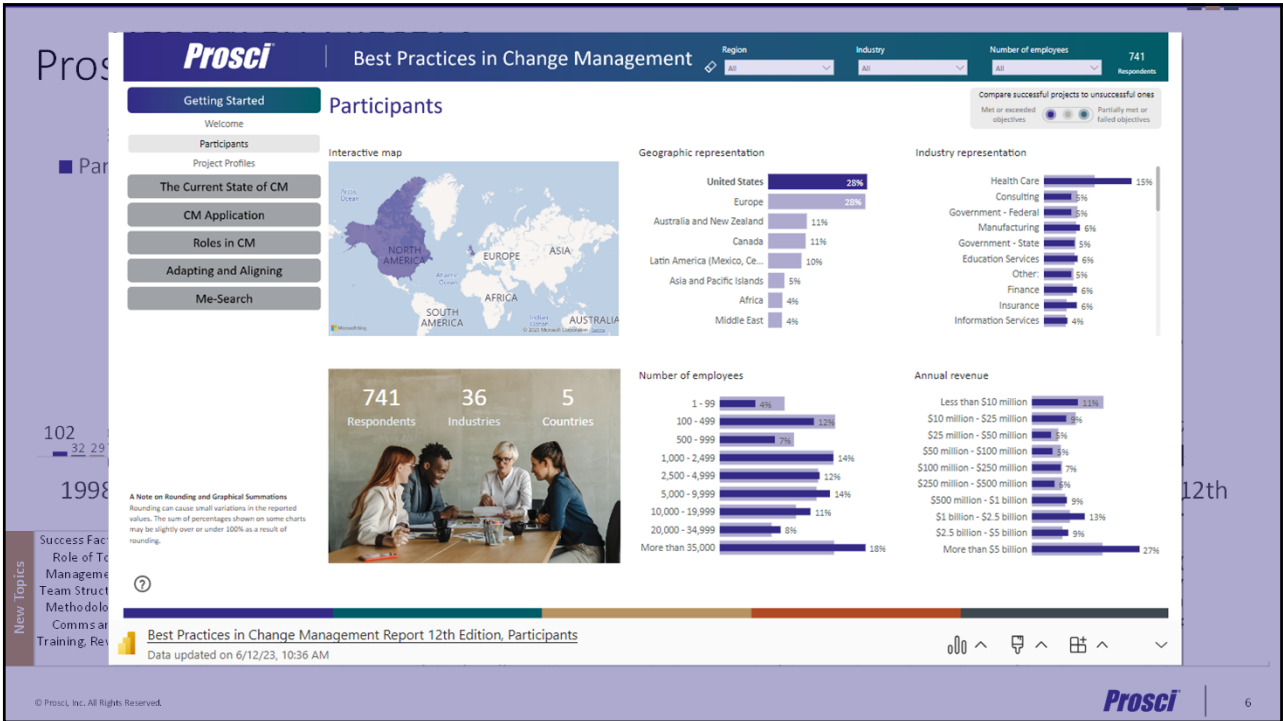
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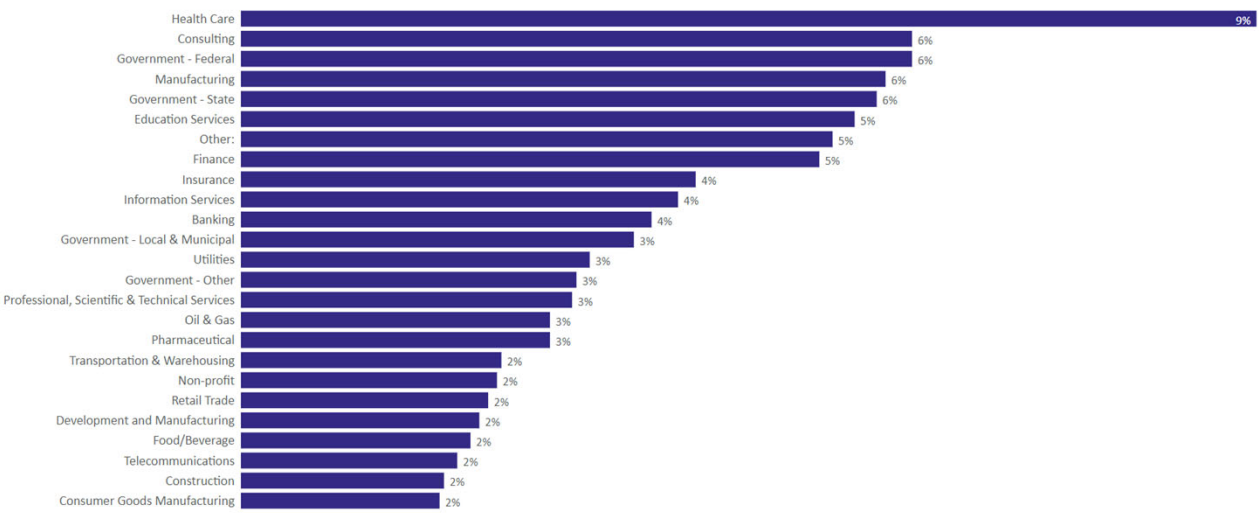


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## Variety of Industries Represented



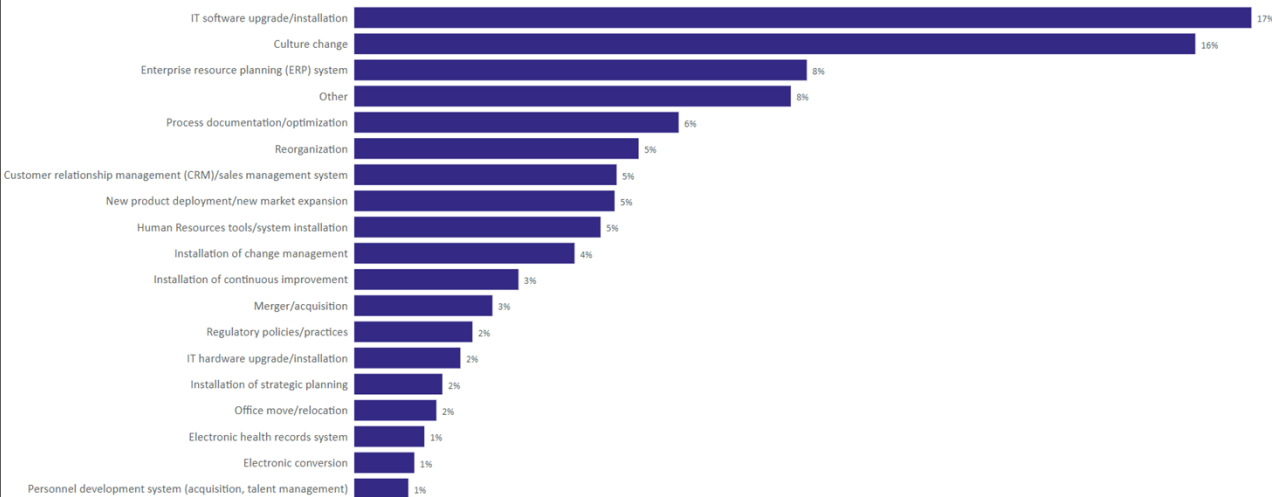
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## Reporting on Variety of Change Types

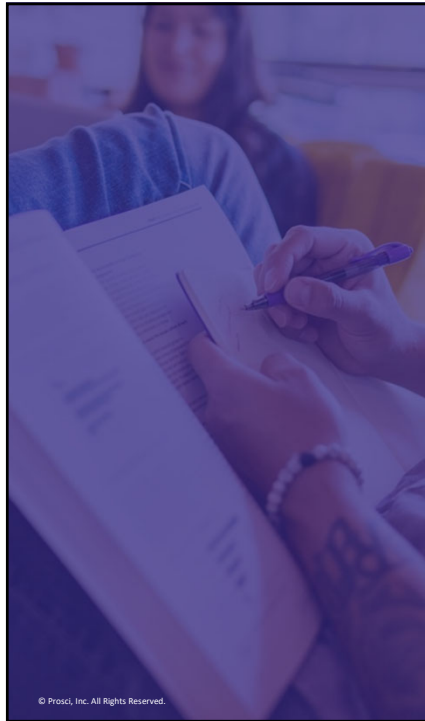


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## Questions Asked, Answered & Analyzed

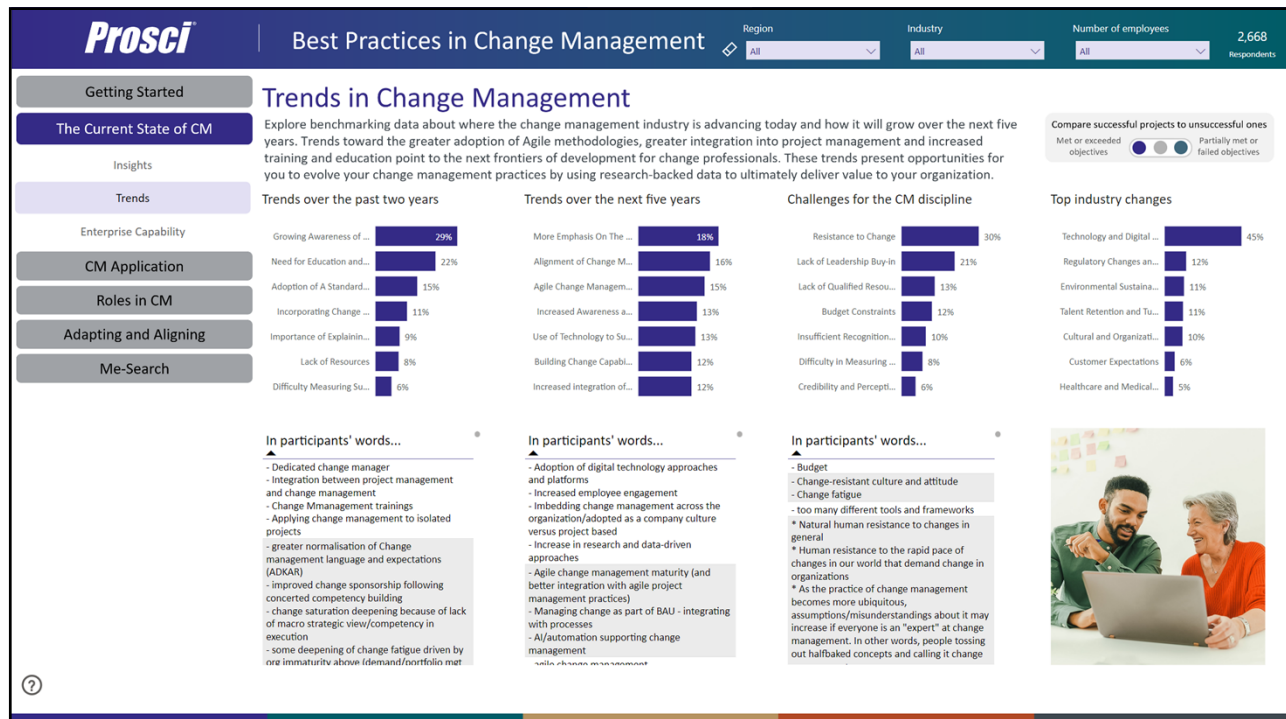
- Participant and project demographics
- What has been the single greatest contributor to the success of your change management program?
- What has been your greatest change management obstacle?
- What would you do differently on your next project?
- What are the top trends in the discipline that you see developing over the next five years?
- What challenges do you see the change management discipline facing?

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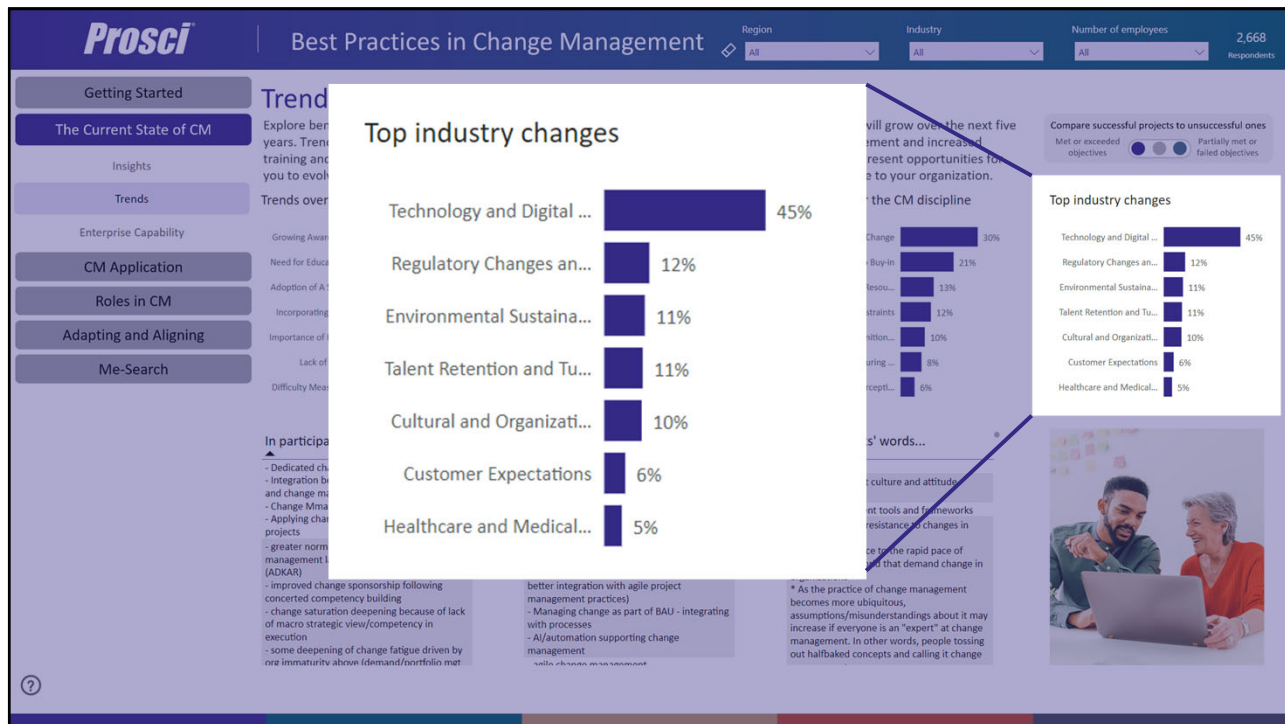


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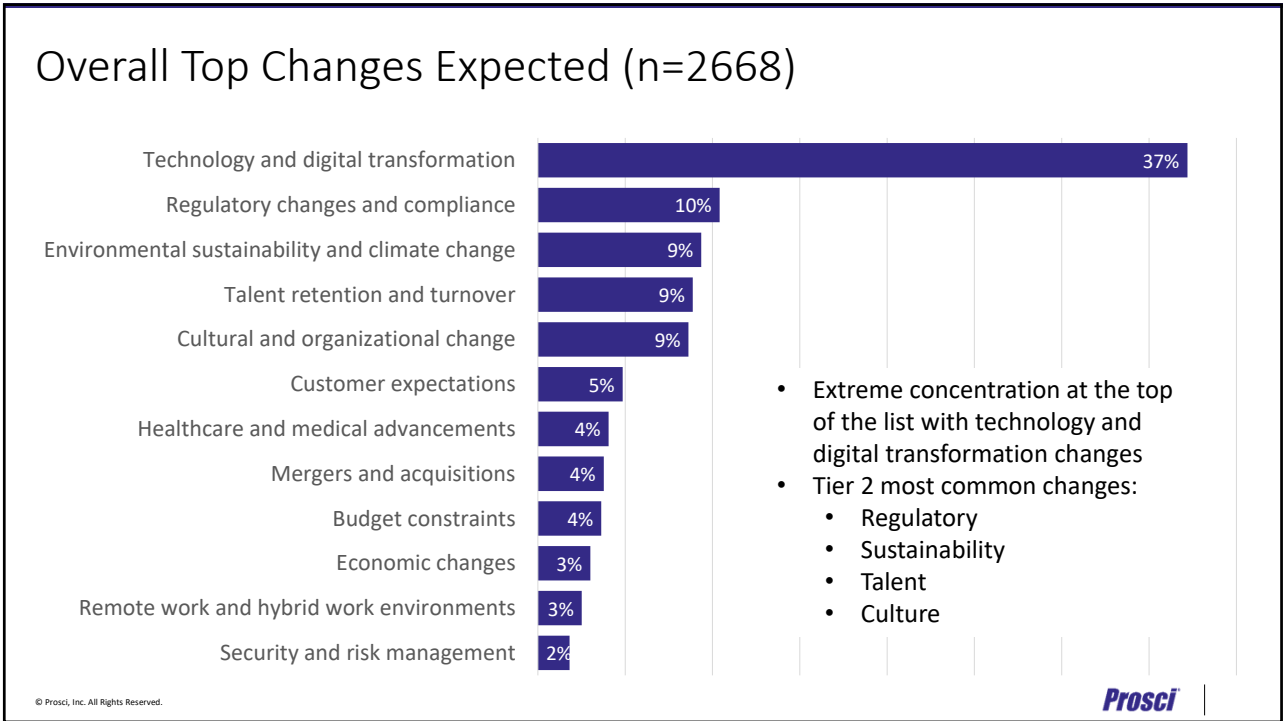
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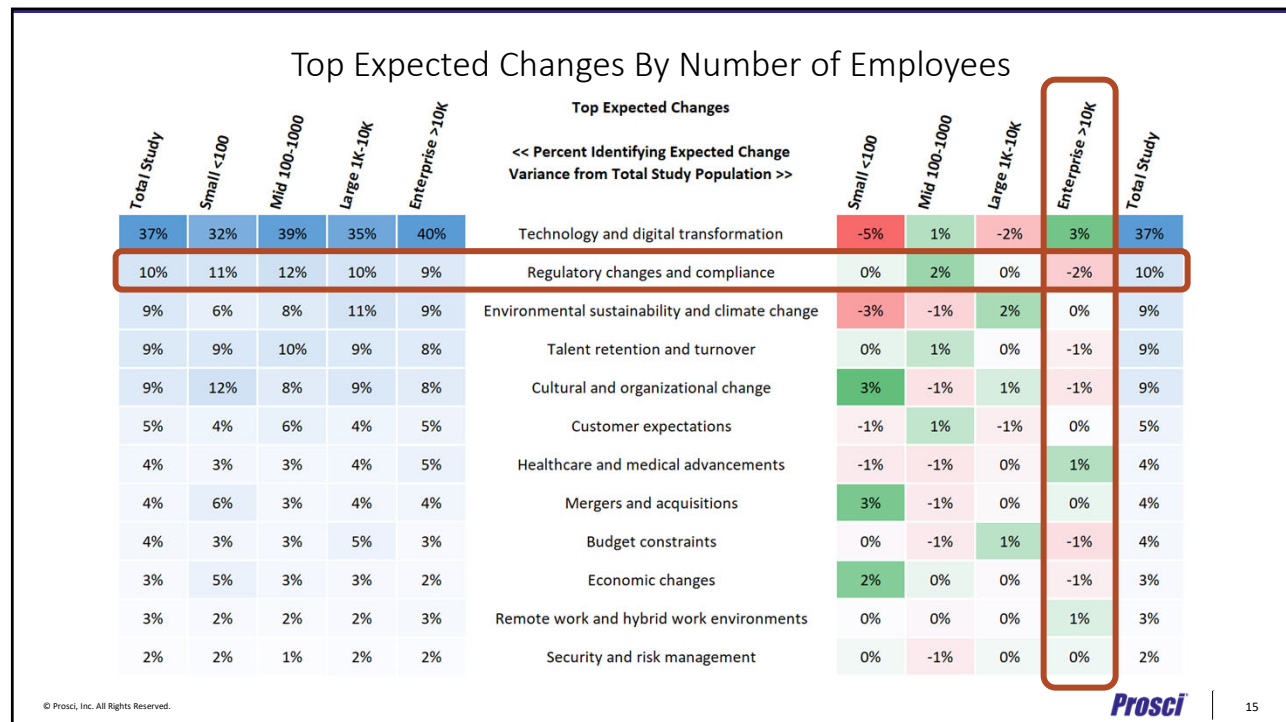
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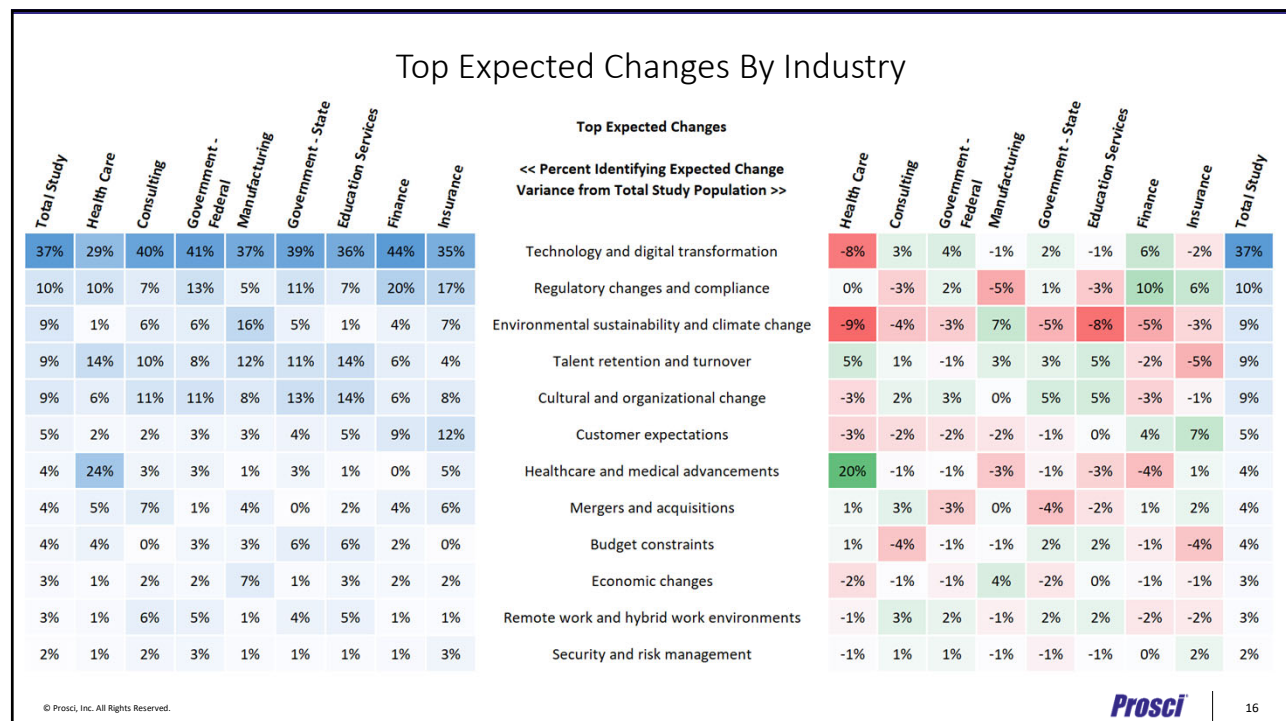
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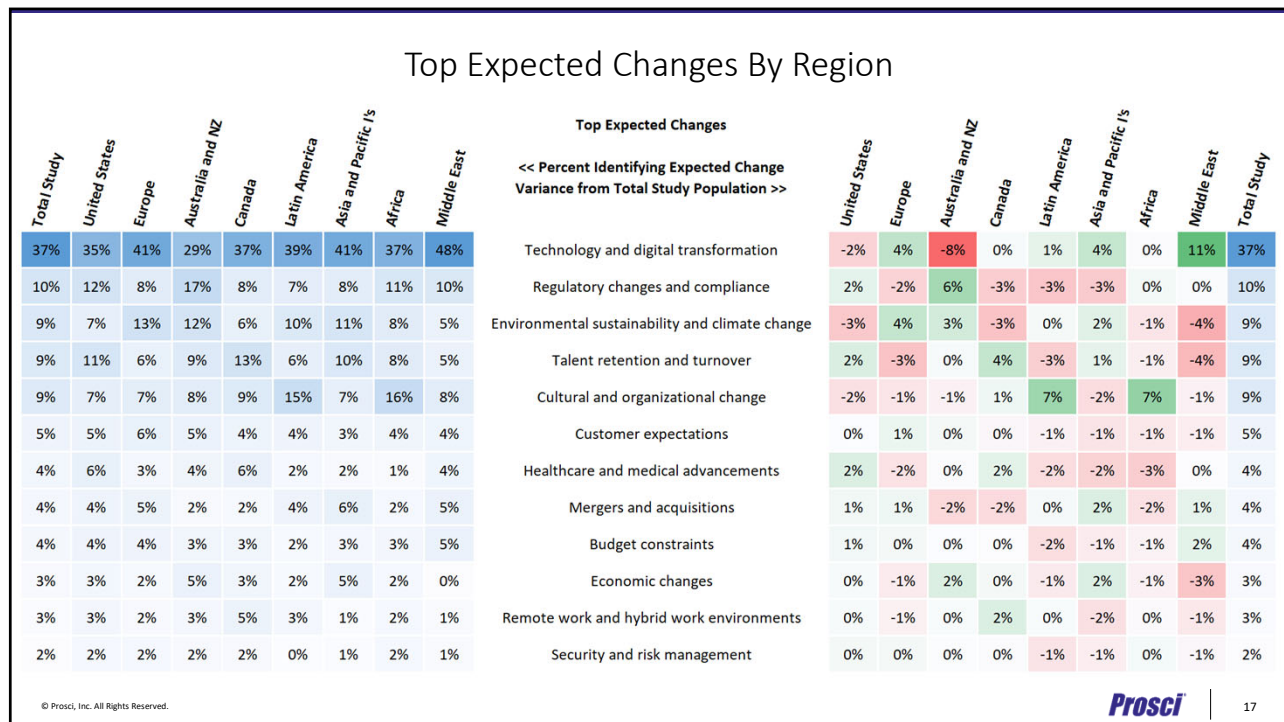


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### What Information

Top Expected Changes

1. Technology
2. Regulation
3. Environment
4. Talent
5. Culture
6. Customer
7. Healthcare
8. M&A
9. Budget
10. Economy
11. Hybrid
12. Security

### So What? Implication

What initiatives do you have underway?

Does it align with your change agenda?

Where does it differ from your change agenda?

The biggest impacts on my work are \_\_\_\_

### Now What? Application

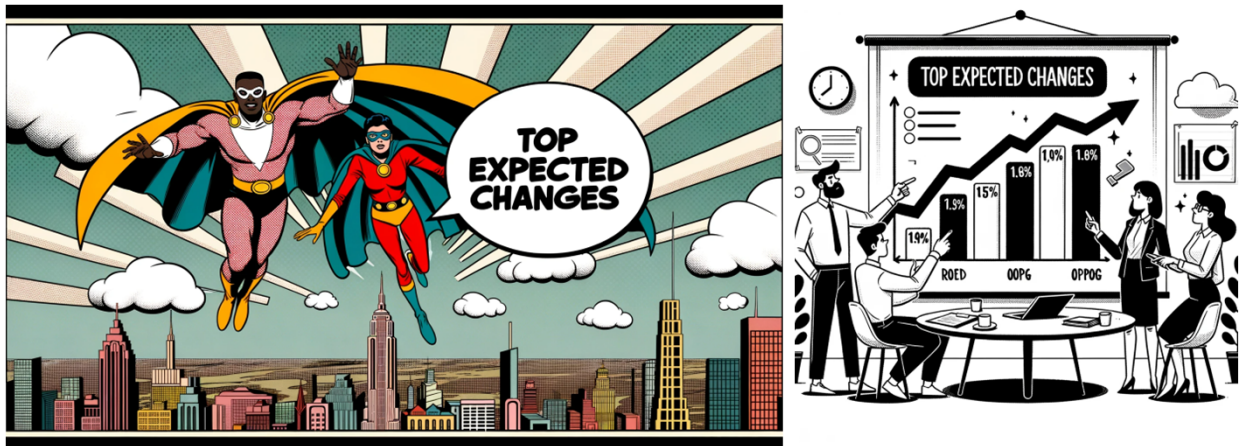
What better next steps can you plan?

How can you leverage the additional foresight?

Liberting Structures W<sup>3</sup> Approach: <https://www.liberatingstructures.com/9-what-so-what-now-what-w/> **Prosci**

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What if I could illustrate the top expected changes?



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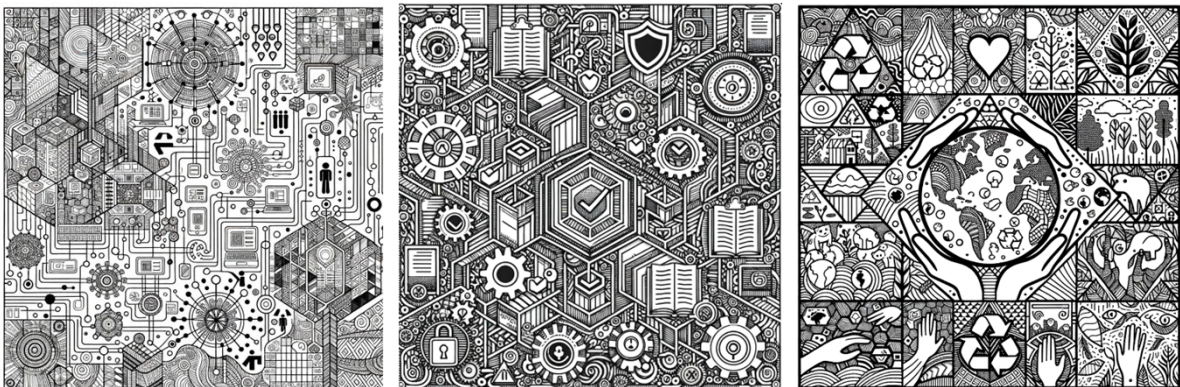
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Prosci's Top 12 Expected Changes as Flat Icons



Prosci's Top 3 Expected Changes as Adult Coloring Book Pages





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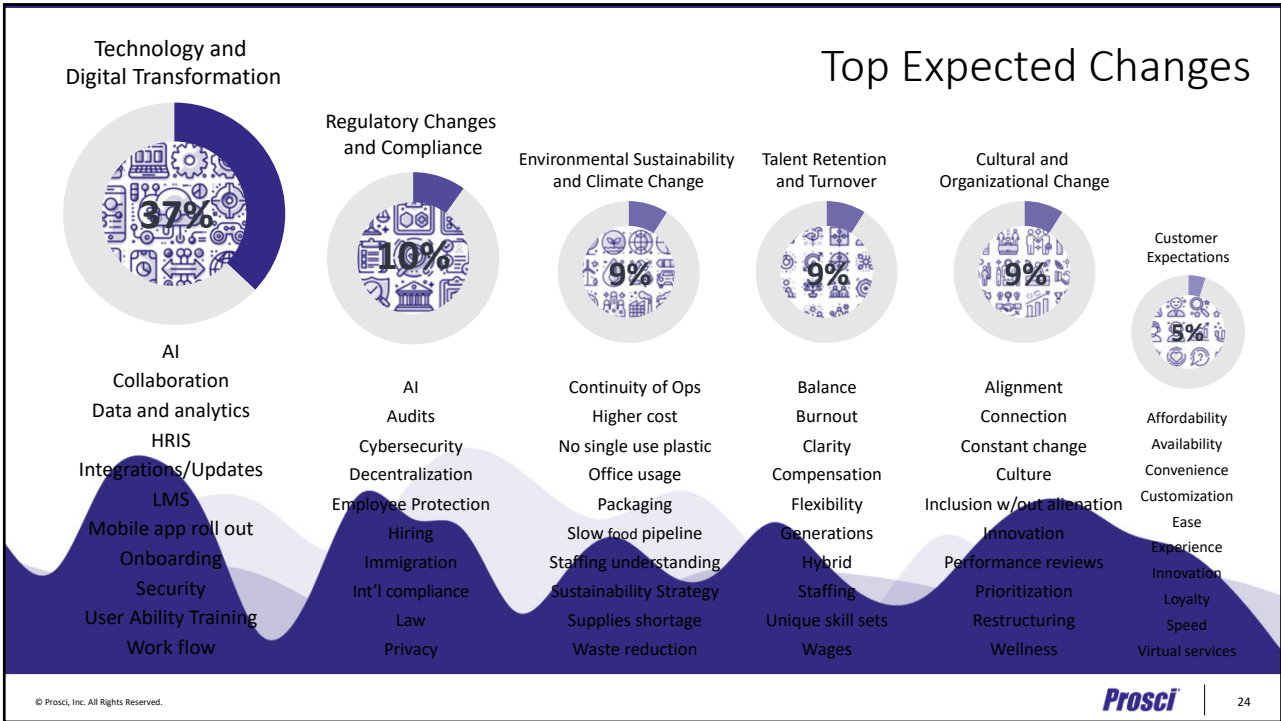
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Top Expected Changes



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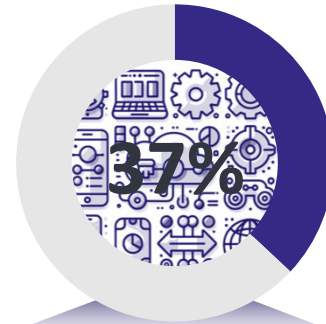


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## #1 Technology and Digital Transformation

- Responding to rapidly accelerated technology roadmaps
- Turning digitally-enabled capabilities into sustained transformation
- “Above the line” focus in:
  - Enterprises
  - Consulting, Federal Government, Finance
  - Europe, Asia and PI, Middle East



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## #2 Regulatory Changes and Compliance

- Cycle of regulation-response-regulation-response
- Technology and digital: data, privacy, cybersecurity, AI
- “Above the line” focus in:
  - Small and Mid Sized
  - Federal Government, State Government, Finance, Insurance
  - US, Australia and NZ, Africa



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## #3 Environmental Sustainability and Climate Change

- Reactive and proactive tactics to address environment
- Cooperative, cross-boundary action
- “Above the line” focus in:
  - Large Sized
  - Manufacturing
  - Europe, Australia and NZ, Asia and PI



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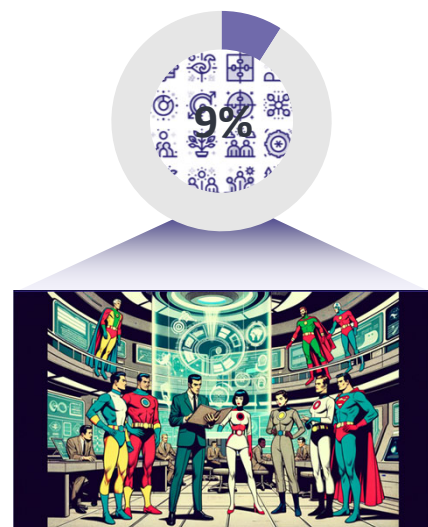
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## #4 Talent Retention and Turnover

- Most pervasive dimension of competition: our people
- Recent shifts in employee-employer relationship
- “Above the line” focus in:
  - Health Care, Manufacturing, State Government Education Services
  - US, Canada, Asia and PI



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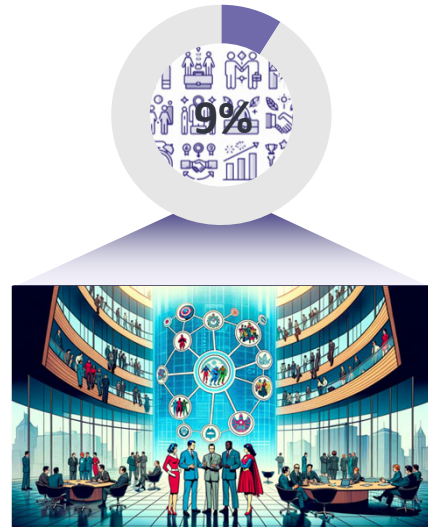
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## #5 Cultural and Organizational Change

- In response to and catalyzed by pandemic ramifications
- Creating collective conditions for individual thriving
- “Above the line” focus in:
  - Small Sized
  - Consulting, Federal Government, State Government, Education Services
  - Latin America, Africa



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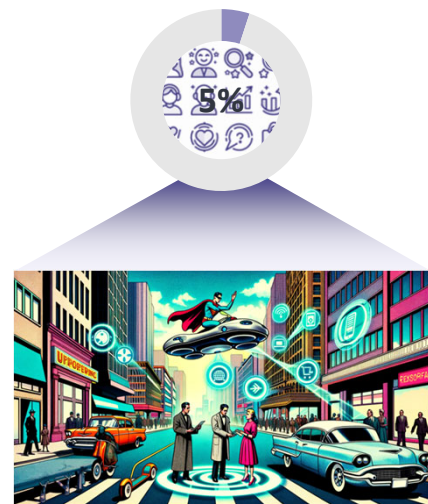
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## #6 Customer Expectations

- With pandemic responses came shifting experiences and expectations
- Transformations transcend transactions
- “Above the line” focus in:
  - Mid Sized
  - Finance, Insurance
  - Europe

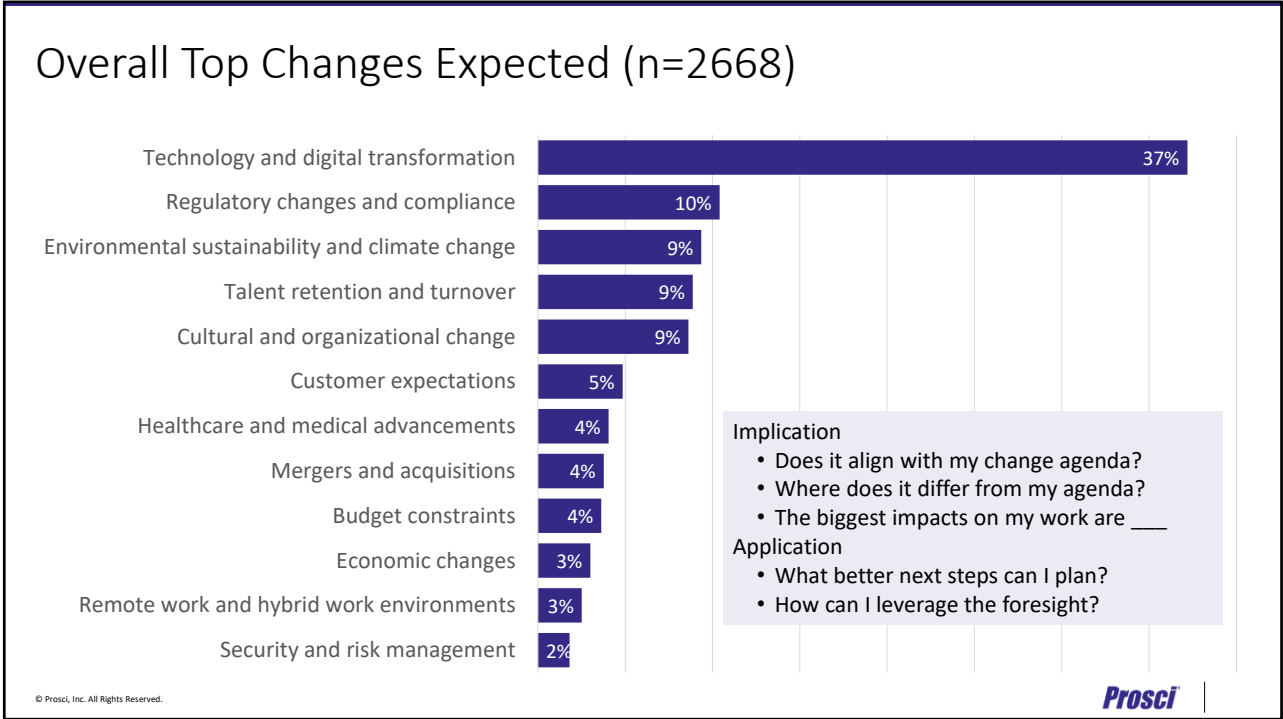


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### Conclusion

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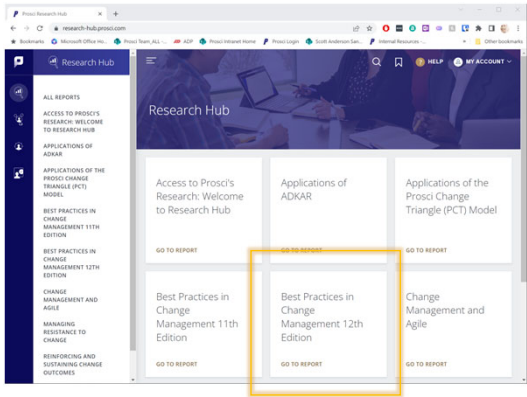


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## Additional Resources

### Research Hub – Full Interactive Report

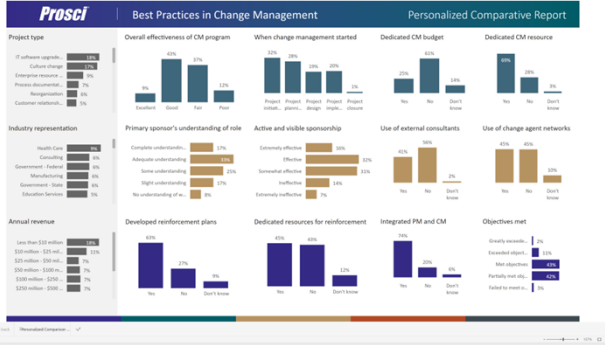
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### Personalized Comparative Report

<https://empower.prosci.com/bpcm12>



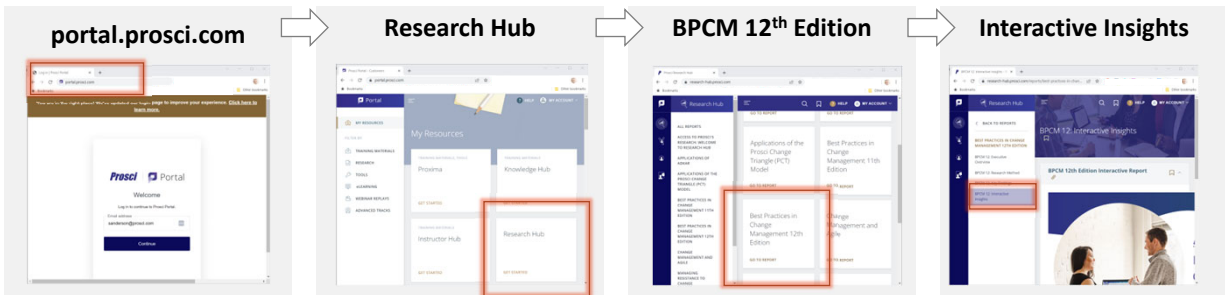
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## Accessing the BPCM 12<sup>th</sup> Edition Interactive Report



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