

Change Management for High Impact Results TCGen Inc.

The Change Management Imperative

Most change initiatives fail to achieve their goals because of a lack of expertise and lack of human capital investment. There is a common misperception that having an edict from the top and publishing a Wiki will be sufficient. However, change is extraordinarily difficult to achieve and it is even more difficult to deeply weave into the culture. Without doing this, the organization is doomed to repeat the failures of the past. However, done right, we have seen initiatives still vibrant after 15 years after their initial implementation – and being used to develop arguable the most successful products of the decade.

Industry Expertise

TCGen is a recognized expert in the field of change management. Their extensive knowledge has helped many fast paced Fortune 100 companies drive results by achieving enduring and measure change in behavior. The notable accomplishments in the area of change management include

- Developed proprietary change management methodology – tied to behavioral metrics
- Delivered seminars and workshops to corporations, MIT, Stanford and other universities
- Published papers for the Harvard Business Review, IEEE, and other publications
- Change Management clients: AOL, Apple, Abbott, BD, Bose, HP and Xerox

Essential Elements of a Successful Change Management Initiative

There is nothing better than the “luxury of a crisis” for motivating an effective change management initiative, so the impact of the pain needs to be generated based on real events which had quantifiable business outcomes. Once the pain is defined, one needs to orchestrate this pain message, and at the same time, communicate the definition of the future state and path to get there. However, the most important element besides the executive sponsorship is dedicating sufficient resource and expertise to deeply seed the behavioral change in the organization. The essential elements of a change management initiative include

- Clearly defining success and measuring behavior change
- Having a clear program plan with monitor points and expect adjustment
- Creating a laser like focus on the scope with an “Inch Wide, Mile deep” approach
- Assigning dedicated resources (internal) and providing training

Getting Started with Change Management

TCGen works with clients to identify and implement an effective change management initiative. Areas to get started include

- Orchestrating the pain message with data & proper internal marketing
- Creating a clear definition of “what done looks like”
- Defining a predictive metric that provides a leading indicator of behavior change
- Agreeing with executive management the minimum scope to guarantee success

For more go to www.tcgen.com