

Human Experience Driven Transformation

THE CASE FOR CHANGE



navigators
in the age of
transformation

It's always
been about
the people

**TECHNOLOGY IS CHANGING
THE WORLD. BUT WHAT YOUR
COMPANY MEANS TO THE
PEOPLE IT SERVES ISN'T.**

This is why we always start with understanding the people – their perception is everything. Once you understand them, and where they want to go, you can be confident we're solving the right problems for your business.



CHALLENGE

In many large enterprises, rapid growth and extensive change have highlighted negative impacts of an unclear business strategy. Issues such as a lack of a standardized data platform, inefficient business practices (processes and behaviors), poor information management (governance, trust, and reliability), and immature reporting and analytics functions make it more challenging to execute on the organization's mission.

SOLUTION

Organizations must build a change leadership and implementation infrastructure that will enable the enterprise to support the current investment in its digital transformation journey. Business success in the digital era requires effective data management. For an organization to propel its future growth, it must **not only improve its data technology platforms, but also develop an intentional focus on its most important asset: its people.**

Streamlining data processes to reduce unnecessary complexity across the enterprise, enabling more intentional and transparent decision making to better prioritize, and increasing data literacy to better engage and empower employees to leverage data as a business asset: these are all people-focused change activities.

Change is as much art as it is science, and people are at the core of both. By partnering with Launch to adopt a people-first, data-driven, and collaborative approach to change, you will develop a transformational solution that optimizes stakeholder experiences to produce higher adoption and an increased return on investment, setting your organization up for success now and in the future.

TOP 10 REASONS WHY TRANSFORMATION EFFORTS FAIL

1. Lack of alignment across stakeholders (unclear digital transformation goals)
2. Lack of requisite expertise
3. Internal (organizational) resistance
4. Not prioritizing customer experience
5. Lack of top-down dedication (focus dilution to other needs of the business)
6. Lack of appropriate funding (often lack a robust business case that leadership buys into)
7. Conducting digitalization too fast (not bringing the organization along effectively)
8. Falling behind competitors
9. Lack of focus on culture change
10. Siloed efforts

Your roadmap to business transformation

OUR APPROACH: CHANGE INFRASTRUCTURE

Successful transformation hinges on an organization's ability to effectively design, plan, and implement change with critical stakeholders in a way that causes minimal disruption to people and operations and moves toward desired business results. An organization's ability to engage in change as a discipline, while meaningfully mobilizing stakeholders in organizational change efforts, will be the difference between success and failure.

Launch's approach to organizational change has three focus areas:

- **Change execution**
- **Change culture and agility**
- **Strategic change communications**

Change Execution

- Clear Vision, Change Strategy, and Methodology
- Change Leadership
- Blueprint and Roadmap

**PEOPLE are
the center of
transformational
change**

Change Culture & Agility

- Culture Transformation
- Human-Centered Focus on Beliefs, Values, and Mindsets
- Cross-Functional Stakeholder Alignment and Agility

Strategic Communications & Engagement

- Amplification of Strategic Vision
- Multisensory and Frequent Engagement
- Intentional and Powerful Storytelling

LAUNCH CHANGE INFRASTRUCTURE

Our holistic approach to transformation enables organizations to rapidly develop an **organizational core competency of change** that will optimize your most valuable asset: your people.



CHANGE EXECUTION

To help organizations lead change more effectively, Launch leverages a proven and flexible change methodology alongside a customized set of frameworks that drive successful change.

We use a standard set of tools, templates, and processes to harness the interconnected nature of change to build effective business practices, governance, design, and implementation processes that are vital to adoption.



STRATEGIC CHANGE COMMUNICATIONS

In any business transformation, the absence of targeted, specific, and effective communications is like having no business strategy at all.

We leverage effective communication techniques that start with a deep focus on and understanding of people wherever they are in the change lifecycle, so we can design frequent, engaging, and predictable communication activities that accelerate engagement and adoption.



CHANGE CULTURE & AGILITY

People are at the heart of change – their values, behaviors, and mindsets build a culture of success or stagnation. Companies that succeed in business transformation invest in building an organizational capacity for change, to match competitors that already boast change as a core competency.

A focus on prioritizing change agility as a valuable skillset will build change capability and enable the organization to meet current and future goals.

COLLABORATION & CO-DESIGN

A key to successful change is understanding human dynamics. People change when they choose to change, and they choose to change when they have a clear understanding of the need for change and are included in the change process.

To help drive engagement and adoption, our approach focuses on collaboration and co-design models that align the organization around a collective vision. Great teams that transform organizational culture and drive successful change don't happen by accident! We will utilize a rich playbook of participatory and collaborative change strategies that build your team's capacity to collaborate, problem solve, think critically, and communicate.

Engaging directly with stakeholders, we will drive success by:

- **Analyzing skills and building capabilities** of the organization to best deliver against the change goals and objectives
- **Telling powerful people-focused stories** that cultivate data literacy through visual print, film imagery, and robust documentation
- **Designing engaging learning experiences** such as digital transformation exhibits, boot camps, innovation summits, and change communities
- **Inspiring the organization's people** through podcasts, speaker series, panels, town halls, and poster symposiums



"If you don't like change, you're going to like irrelevance even less."

**– General Eric Shinseki
Chief of Staff, US Army**

SUCCESS METRIC FOR CHANGE

Key performance indicators (KPIs) are vital navigation instruments in determining whether an organization is on the road to success or veering off the intended path.

Our change metrics are not a numbers game. We subscribe to the view that change indicators are fueled by questions, not by answers. Using a wide range of quantitative and qualitative data, we will develop metrics that focus on what really matters. From day one, we will develop a robust set of indicators that shine a light on change performance and highlight areas that need attention.

By asking key change performance questions (KPQs) we uncover what is important to know about how the people involved in the change are currently working. We then pressure-test our assumptions to build a comprehensive view of possibilities for a successful future state. Using a variety of proven tools and methods (including VOC and VOB data, Lean Six Sigma tools, and employee sentiment surveys), we will create a change dashboard that drives your change strategy so you can meet your change goals.



CLOSING

Change, simply put, is the implementation of business strategy. We've heard loud and clear from leaders and employees alike: change doesn't work if the vision is not clearly communicated and the implementation efforts are disjointed. If an organization wants to thrive, the need for change competency has never been more critical. Launch is the right partner to help.

Our expertise in digital transformation has given us a strong foundation from which to help you drive successful change. Our solution is a change capability centered on optimizing people. We'll be your trusted guide, lending you our experience, know-how, and tenacity so you can solve your org's hardest problems. Let's accelerate the pace of positive change in your business and honor the promise and purpose of your brand.



Let us be your Navigators



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