



## Faster Adoption of Change Stronger Long-Term Sustainability Better Return-On-Investment



### The Problem of Change

While many company initiatives promise cost-saving benefits and a great return-on-investment, projects too often go over budget, finish late or produce ineffective results. Experience shows that this occurs because most organizations aren't ready to accept change, setting the foundation for wasted resources and mediocre results.

Change never comes easy; it's accompanied by fear, anxiety and resistance. While negative feelings towards change are natural, it can ultimately mean a loss of profit for your company. The solution for this common occurrence is Change Management.



### What Is Change Management?

Change Management (CM) addresses organizational, behavioral and technical change all in one process. CM immerses staff members in the reason for change so that everyone understands the need for change. When CM is implemented effectively, the team not only gains the capacity and skills for new procedures, but also genuinely embraces change.

Accomplishing this goal is not easy, and it generally occurs only after a company effectively unites CM with focused Leadership and disciplined Project Management. When an organization strategically uses this combination, it is ready to improve its systems, processes, structures and practices while gaining the competitive business advantage of

*"CM is important for long-term sustainability and it really strengthened our company's leadership."*

Bob Echter, President  
Dramm and Echter, Inc.

### What Change Management Targets

If you want to increase your chances of success, you need to address all employee issues at the start of the process. CM systemically targets three "human factors" that impact the amount of expected improvement from a solution:

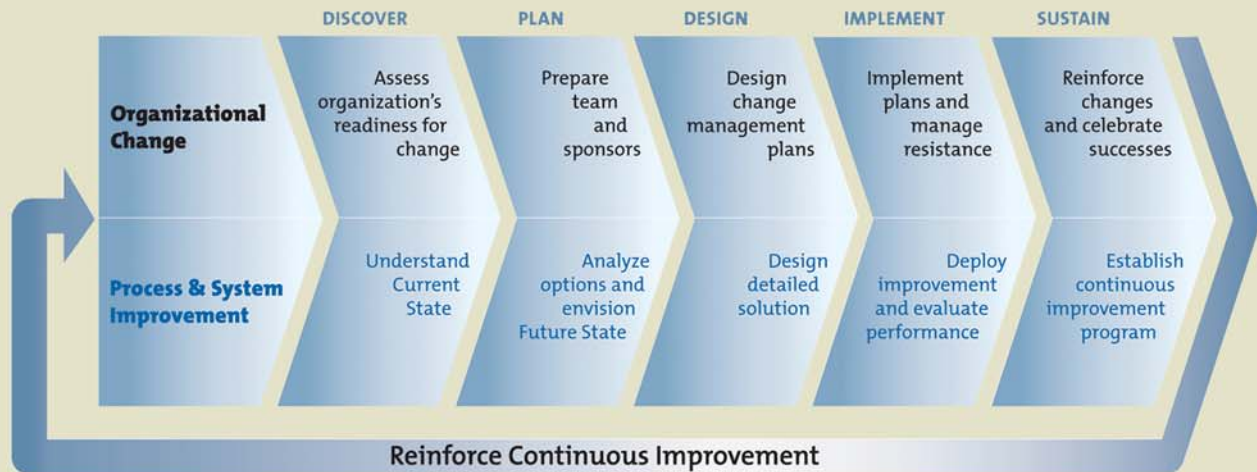
- **Speed of Adoption:** Addresses how quickly people get on board with change and how management attends to resistance through effective communication, sponsorship and coaching.
- **Acceptance of Change:** Techniques to prevent people from "opting out" of the new way and reverting to the old system.
- **Sustained Proficiencies:** Increases the likelihood that employees will maximize long-term effectiveness in the new system through proper training and addressing resistance.

The bottom line is that when these three key areas are improved, it increases the expected benefits of change.

# CHANGE MANAGEMENT

## CMTC's Proven Engagement Methodology

Our techniques are proven to obtain results. CMTC provides a collaborative approach to address the unique needs of our clients. First, we evaluate an organization's ability to change. Then, we work together throughout the entire process including hands-on coaching and training for executives and sponsors to ensure your organization has the resources to move forward. Overall, CMTC helps companies create a common vision and gives them the tools, strategies and steps to build an organization ready to improve. We've developed our **Engagement Methodology** to manage all aspects of change at once. Embedded in our methodology are the steps required to assist organizations in developing the necessary skills for implementing change. And the required metrics that will serve as the baseline for monitoring sustainability and continuous improvement.



## Using Change Management Effectively Increases ROI

Companies that use an effective CM process integrated with their existing project management process are more likely to accomplish greater financial results. Research shows that most companies jump to a **70-80% project success rate** versus a 30-50% success rate with an effective use of change management.

DESIRED OUTCOME	WITH INEFFECTIVE CHANGE MANAGEMENT	WITH EFFECTIVE CHANGE MANAGEMENT
MEETING PROJECT OBJECTIVES	16%	94%
STAYING ON SCHEDULE	16%	71%
STAYING ON BUDGET	51%	82%
<b>RETURN ON INVESTMENT</b>	<b>35%</b>	<b>143%</b>

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## Getting Started Today

Changing times call for changing operations. Change Management methodology doesn't just facilitate a manufacturer's ability to change, but significantly increases a manufacturer's ability to sustain change. To obtain more information on how CMTC can teach you how to integrate the methodology for all your projects, please contact **CMTC** at **(310) 263-3060**.

