



6 ways your change management software might be falling short

Overcoming people's resistance to change is a universal challenge for IT managers. For organizations that are trying to implement new tools, technology, or processes, the pushback from employees can be immense, even when the end result is something that

positively impacts their ability to do their jobs more successfully.

The answer in many organizations is to hope that this resistance to change will fade over time (it won't). But in other organizations, change seems to take place effortlessly,

with little pushback or apprehension from the employees.

So, is there a secret to implementing change? What makes change excruciating in one organization and organic in another?



Why is workplace change so difficult?

There is no magic formula that will make implementing change a breeze, but it does help to understand the root causes of any difficulties.

In most cases, resistance to change in the workplace stems from a few core fears:

Loss of job stability:

A major change can make employees fear they will be replaced or made redundant.

Unclear benefits:

Employees are unsure of the “whys” behind the change, so they aren’t motivated to cooperate.

Fear of the unknown:

This is the old “better the devil you know than the devil you don’t” at play.

Lack of confidence:

Employees may be afraid of not doing a good job or not being able to adjust to new technologies and processes.

Poor communication:

Keeping employees in the dark about changes and how they will impact them is a fast track to pushback.

How can change management software help?

[Change management software](#) can be an essential tool in facilitating a transition to new technologies, software, or processes within an organization. This software is designed to provide a structured approach to change that, in theory, minimizes friction and maximizes adoption.

Change management software plays an important role in driving the 3 main phases of organizational [change management](#) initiatives:

Preparing for change

During this phase, management explains the “whys” of the change to the organization, what problems the change will solve, and how the company will benefit in the long run from the change. Management will also lay out the scope, potential roadblocks, key performance indicators (KPIs), and key team members and stakeholders for the project.

Implementing the change plan

Once kickoff takes place, the team will work through the steps of the plan, ensuring open lines of communication, to reinforce the purpose and goals of the change and address any roadblocks that pop up.

Reinforcing and adjusting the plan

The third phase in a change management initiative is to make the change “stick” and avoid reversion back to the old way of doing things. Managers will gather feedback and use it to identify gaps and make adjustments as needed.





Change management vs change enablement

Change management software is invaluable for supporting and managing physical changes within the organization—such as training employees to use a new customer relationship management (CRM) solution or launching a new business line—but it does little to address the long-term behavioral side of change.

What's missing in most change management software is the ability to enable employees to affect change independently, long after the initial project is complete. When the training is over, your employees will know how to use the new technology, but technology can change in the blink of an eye.

When organizations combine the forces of change management software and software

that enables change, the results are spectacular—and your return on investment (ROI) can be pretty amazing too.

Change enablement focuses on the fact that change doesn't stop when the training team goes home. Instead, it helps people grow with their technology by transitioning them from a static approach to dealing with change to a dynamic, ever-evolving growth mindset.

Read on for six key benefits of change enablement. that you might be missing out on if you rely on change management software alone.



Six benefits of change enablement that OCM software may miss

01 - Scalable

To be effective, learning tools have to be scalable to meet the needs of both 60,000-person corporations and 10-person startups. Traditional change management struggles to train large groups on new technology before it becomes obsolete.

The change enablement approach gives the user control of their training, delivering personalized learning at scale.

02 - Visible

Change enablement metrics go beyond checking a yes or no message box when training is completed. Enabling the adoption of change and new technology requires full visibility into the transformation journey. Management needs to be able to track data to measure the success of the initiative, learn where employees are in the adoption process, and analyze participation rates.

03 - Evergreen

Technology changes fast, and to create a culture of enablement, content has to keep pace. Users won't stay invested in a training program for software that is six versions behind the one they need to do their jobs. Additionally, users have minimal bandwidth to use for training. If content is stale, irrelevant, or out of date, users won't engage.

04 - Empowering

Empowering employees to take control of their learning is the key purpose of change enablement. Focusing on increasing employee productivity and capability lays the foundation for ongoing digital transformation.

If your employees can't use technology, then your organization can't use technology to drive transformation and innovate. But when employees are empowered to learn and explore new technologies, transformation occurs organically.

05 - Relevant

One-size-fits-all doesn't fit anyone, so for maximum change adoption, learning content must be tailored to fit each user's needs.

Change management often delivers the same content to each user regardless of role, but change enablement solutions prescribe content based on specific criteria, functions, or groupings (e.g., new hires, employees who haven't used Yammer), and let you add, remove, and customize the content as individual needs change.

06 - Proactive

Most users aren't motivated to be proactive about training, so your software has to compete for attention with dozens of different priorities. Change enablement solutions create opportunities to regularly communicate with users, help them build ownership in their progress, and give them incentive to prioritize continued learning.



How can BrainStorm help?

BrainStorm takes a cutting-edge approach to helping your organization understand why change is important and creating a personalized plan to make that change happen.

[BrainStorm QuickHelp™](#), an award-winning software adoption platform, empowers long-term behavioral change through:

- Personalized learning based on users' job roles and skill sets.
- Big data, machine learning, and human insight to help you achieve your key business outcomes.
- Awareness of and excitement around technology change.
- Customizable dashboards that show individuals the impact they are having on the company-wide software adoption effort.



Change management software is a necessary tool in keeping pace with the ever-changing technological needs of today's business environments. But change management alone isn't the most efficient path to long-term, sustainable change.

Utilizing a change enablement approach to technology adoption will reduce friction and help ensure change initiatives stick with little—if any—employee resistance.

[See for yourself how the right change enablement strategy can transform your organization.](#)

