Voyage of Digital Change

Your change management strategy goes hand-in-hand with your digital transformation process. Each step of your transformative project requires its own set of change management techniques to succeed. Based on **our Digital Voyage process of transformation**, we have created the Voyage of Digital Change, which looks at the goals and actions of change management at each stage of digital transformation.

Phase 1: Crew Preparation & Journey Mapping

The first phase of digital transformation is the preparation and planning stage. This is when your organisation will **create your initial transformation strategy**, which should include concrete, achievable goals, the strategies needed to accomplish these goals, the stakeholders responsible for the changes, the metrics needed to measure progress, and an estimated timeline.

Most leaders will be occupied with securing high-level support and resources at this stage, without taking into consideration the need for driving organisational change early. Change management activities should already be in place, even at this initial stage, to give your organisation a start into tackling change head-on.

Change Goals

01 Identify advocates for digital change

02 Create company-wide visibility for your transformation

03 Analyse potential risks

04 Pinpoint strategies to drive change amongst your workforce

Phase 1 Action Plan

1 Develop your initial digital transformation strategy which will act as a guide for the rest of your change journey.

2 Assess your organisation's readiness for digital change, and create specific tactics to tackle each area (teams, resources, governance, measurement metrics, communication, etc.). Take our Digital Voyage Readiness quiz to determine your organisation's digital maturity and best next actions here!

3 Identify your internal and external stakeholders by conducting a stakeholder analysis to determine appropriate strategies and tactics for each group.

4 Establish a Digital Crew or change team to manage and initiate changes down the road. The roles, job scopes, and workstreams of the crew should be defined at this stage.

5 Identify and appoint Digital Captains (or digital advocates) to provide support and eliminate obstacles early on.

6 Create and maintain a change log to track ongoing changes and mitigate risks before they arise.

7 Conduct change discussions or workshops with teams from each level of your organisation to have their voices and concerns heard. Take the opportunity to discover new insights and strategies to drive change across your organisation.

8 Develop a progress measurement plan (including metrics and targets), communication and content plan (including the key messages and stories to be communicated to your staff), as well as a training plan (which teams to be trained in what order).

9 Organise a company town hall to communicate the changes that will take place, why they are necessary, and why it's important to achieve your digital transformation goals.

Phase 2: Traversing the Storms of Digital Change

Once your preparation and planning is complete, it is time to launch your transformation and measure the results. This stage of your transformation is when your organisation will actually set the project in motion and gradually begin digitalising.

At this stage, the technical and process changes taking place will take up most of the manpower and attention away from the abstract aspects of change management. Change activities are usually moved down the priority list, a mistake that many prior transformative projects have attributed to their failure.

Ideally, this is when organisations should **connect new requirements, feedback, and tools with the previously-defined change strategies** in the first stage.

This phase is also critical to **drive change and adoption** throughout your organisation. If your organisation is only just designing a change plan now, it would be much too late for a smooth transition. With your change strategies already in place from Phase 1, your Digital Crew would already have a good foundation in place to drive change.

Change Goals

01 **Work closely with product & development teams**

02 **Link with staff and end users to adapt your strategies accordingly**

03 **Prepare for sustainable change**

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Phase 2 Action Plan

1 Conduct regular meetings with product and technical teams in order to ensure that both change management and product development strategies are working in parallel to each other.

2 Sequence and initiate change management duties and deliverables by the Digital Crew and any stakeholders responsible.

3 Arrange structured feedback discussions with impacted teams to keep track of progress and project relevance.

4 Upskill your current employees through course training or massive open online courses (MOOC).

5 Organise consistent syncs and check-ins with your Digital Captains and team leaders affected by the change to gather feedback and refine your plan.

6 Keep track of your change log to ensure your project is on track with your initial strategic plan, as well as keeping an eye on potential risks.

7 Consistently track and measure feedback and adoption progress, and work with product and development team to mitigate any issues.

Phase 3: Sailing Onwards to Sustained Success

The final phase of digital transformation is expanding your capabilities into bigger and better changes. After completing your initial transformations and tackling change management challenges head-on, it is now time to prioritise your next digital initiatives.

There is a common misconception about digital transformation: it is a linear process that has a start and end. In reality, the need for change in each organisation never stops. Technology continues to develop, and **your organisation will need to continually adapt and evolve**. This means that change management initiatives will also need to go alongside it, and work together to achieve transformative success.
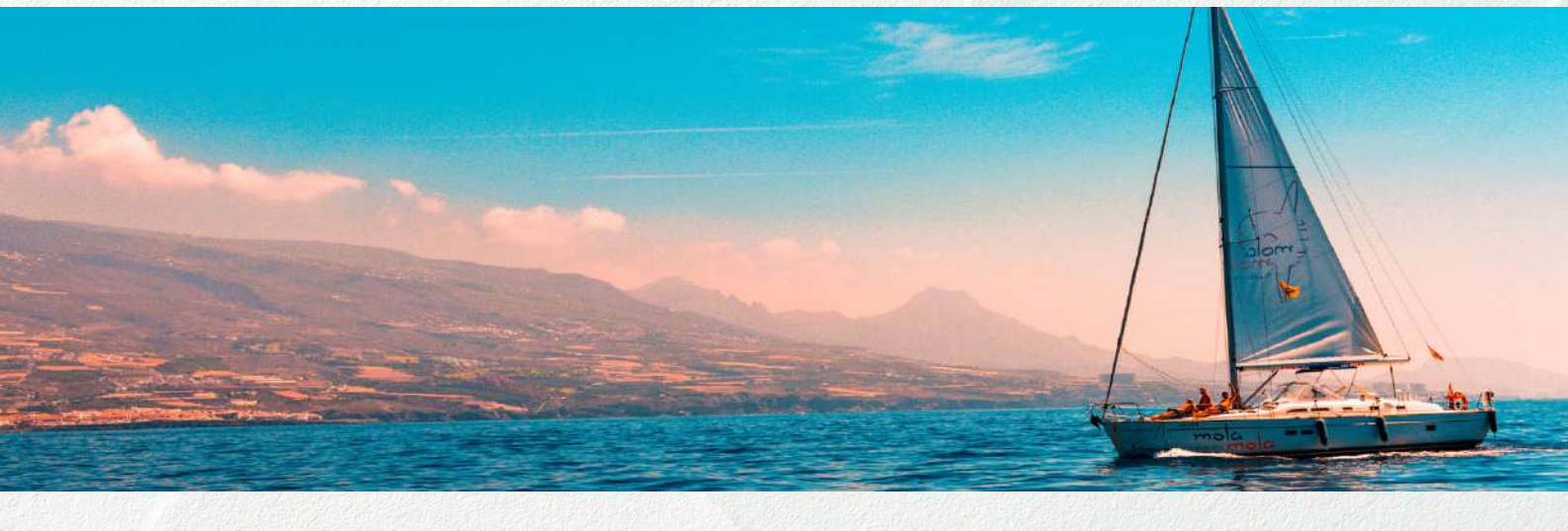
Change Goals

01 Integrate change into your organisation's DNA

02 Prepare for an automated, data-driven workplace

03 Instigate continuous, sustainable change

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Phase 3 Action Plan

1 Ensure that your changes stay in place and relapses do not occur by having periodic check-ins with all levels of staff.

2 Invest in top-up training sessions for employees to refresh their new skills and behaviours, and to ensure practice during their day-to-day jobs.

3 Implement an agile and lean change management model in order to be able to anticipate changes and issues ahead of time.

4 Start using your change management methodology for other types of changes within your organisation, without being limited to large, company-wide changes only.

5 Change leaders will need to start adapting to a data-driven workplace, in order to collect user and organisational data to be analysed and used to accelerate future digital changes.

Want more information on non-profit digital change management? Need assistance with your own digital transformation? We are here to help!

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