



Failure to Communicate: The Challenges of Implementing New Technology on the Business Process

d-Wise Technologies

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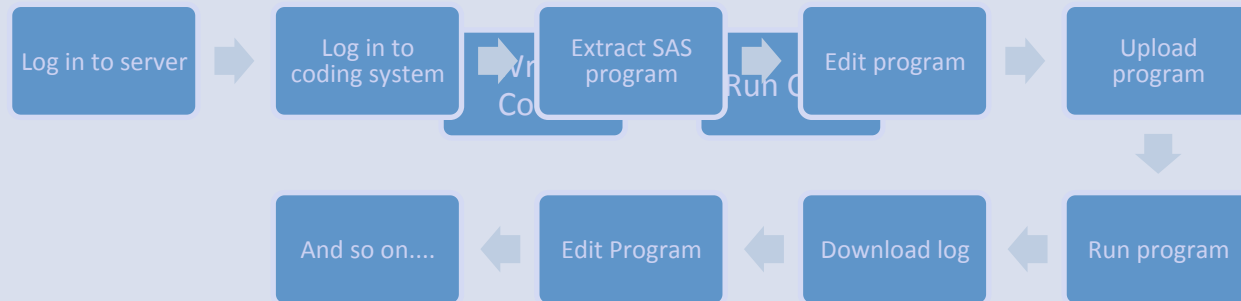
Overview

- Defining the Problem
 - Technology alone cannot solve the issues
 - Common pitfalls with technology adoption
- Plan for Success
 - 5, 6, 12 steps to success...
 - Communication
 - *“More bees with honey than vinegar”*

Problem: Not Understanding Business Needs

- Disconnect between management and the workers
- Must articulate the requirements

The system shall run SAS code

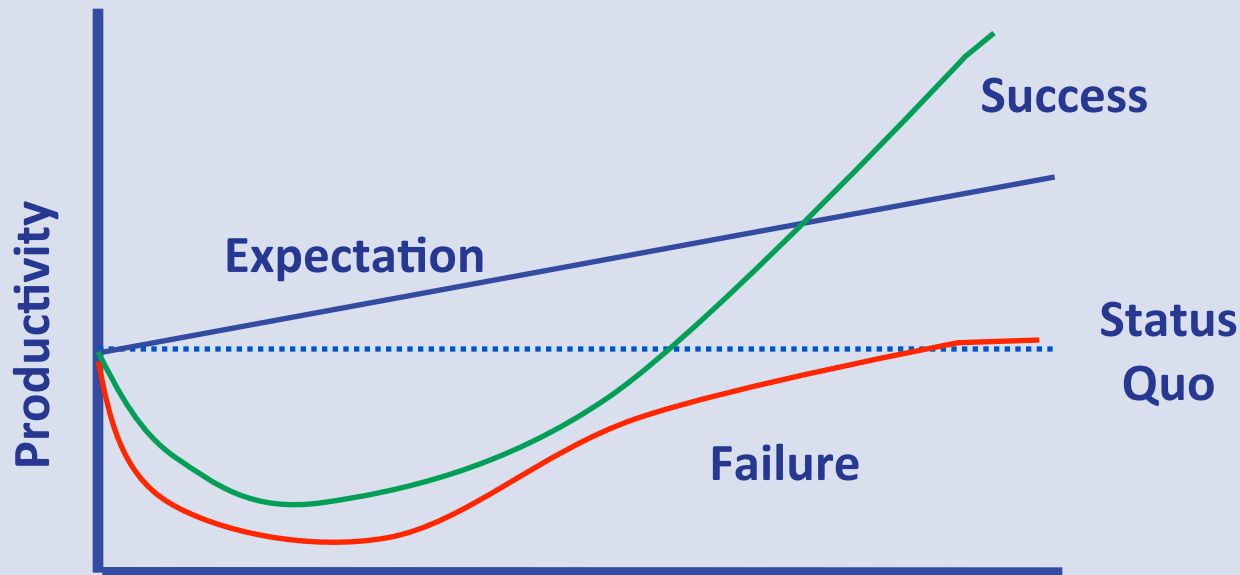


Problem: Lack of Leadership

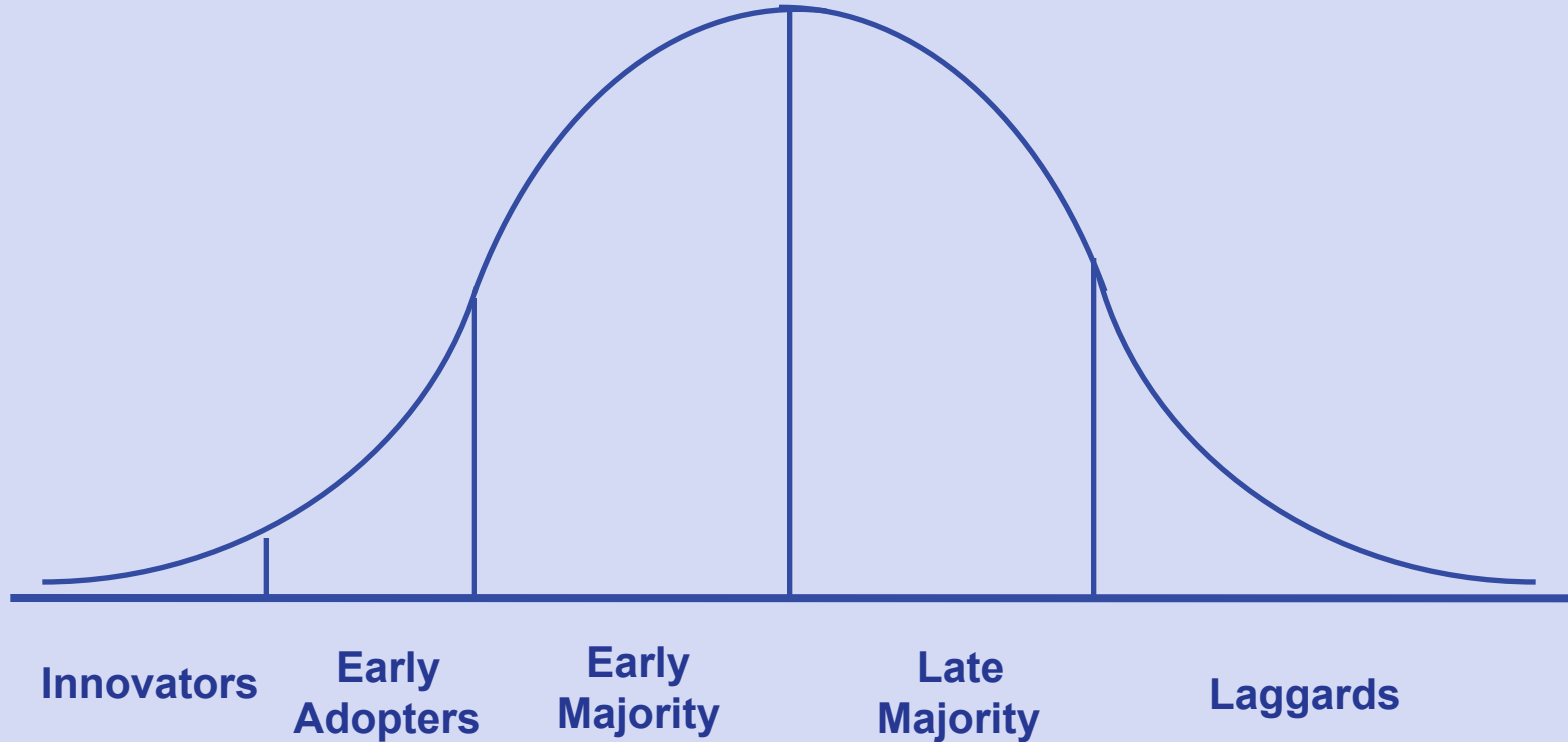
- Issue 1: Lack of clear vision
 - Sold on marketing brochures
 - Don't immerse in the business
- Issue 2: Can't communicate vision
 - Not using the right 'language'
 - Not communicating enough
- Issue 3: Lack of Follow-up
 - Day after production is just as important

Problem: Unrealistic Expectations

- Need to understand the adoption curve



Problem: Wrong Team



Five Steps to Success

Communicating the Vision

Defining the Right Team

Initiating An Action Plan

Small Wins Early

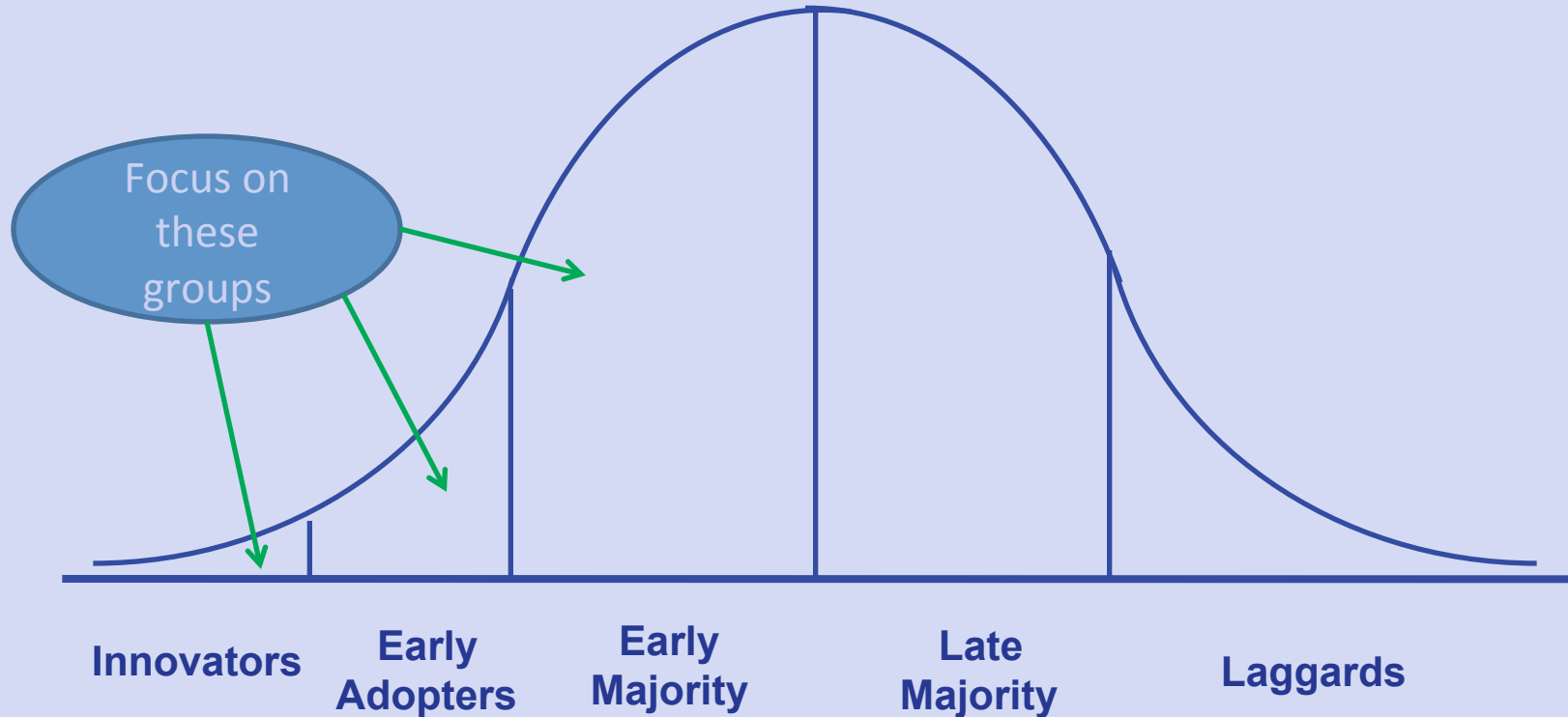
Make Change a Habit

Step1: Communicating the Vision

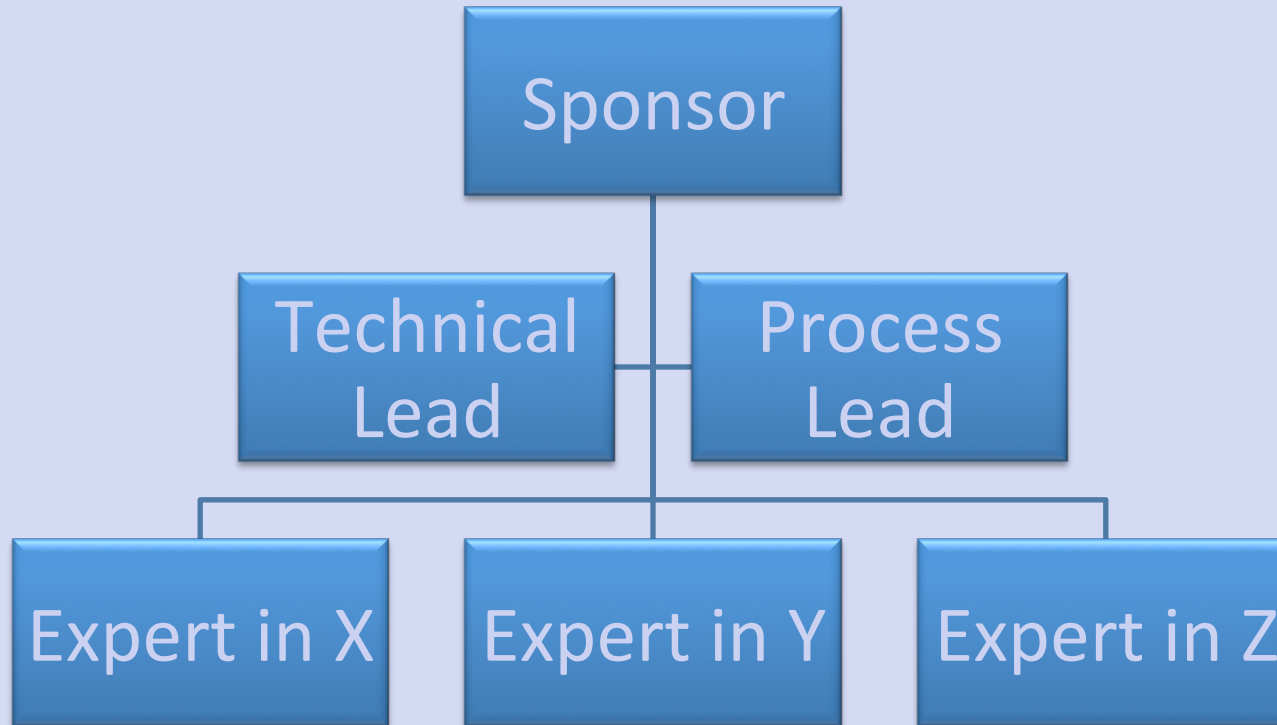
“tell your audience what you are going to tell them, tell them, and then tell them what you told them” and do it again, and again, and again...



Step 2: Defining the Right Team



Step 2: Defining the Right Team



Step 3: Initiate Action Plan

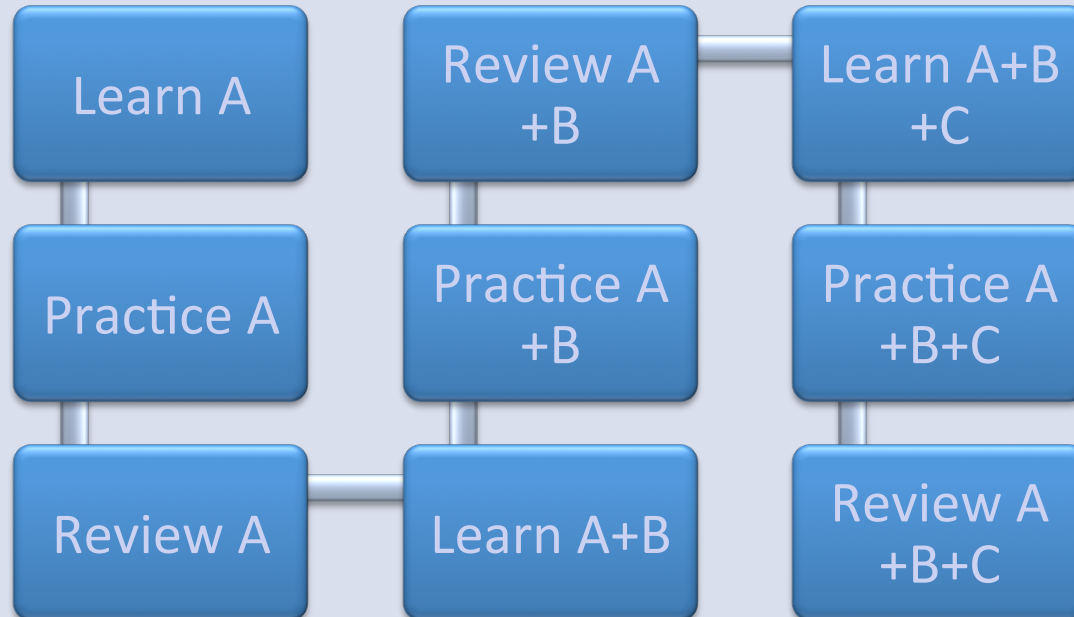
- Define a Project Charter (Iterative!)
 - Goals and objectives
 - Roles and Responsibilities
 - Communication matrix
 - List of tasks and associated timeline
- Jump in the deep end!

Step 4: Get Small Wins Early

- Change is too LLOOONNNGGG.....
- Identify quick wins
- Use the concept of agile
- Prototype, prototype, prototype

Step 5: Make Change a Habit

- Part is that always forgotten...
- Spaced Repetition

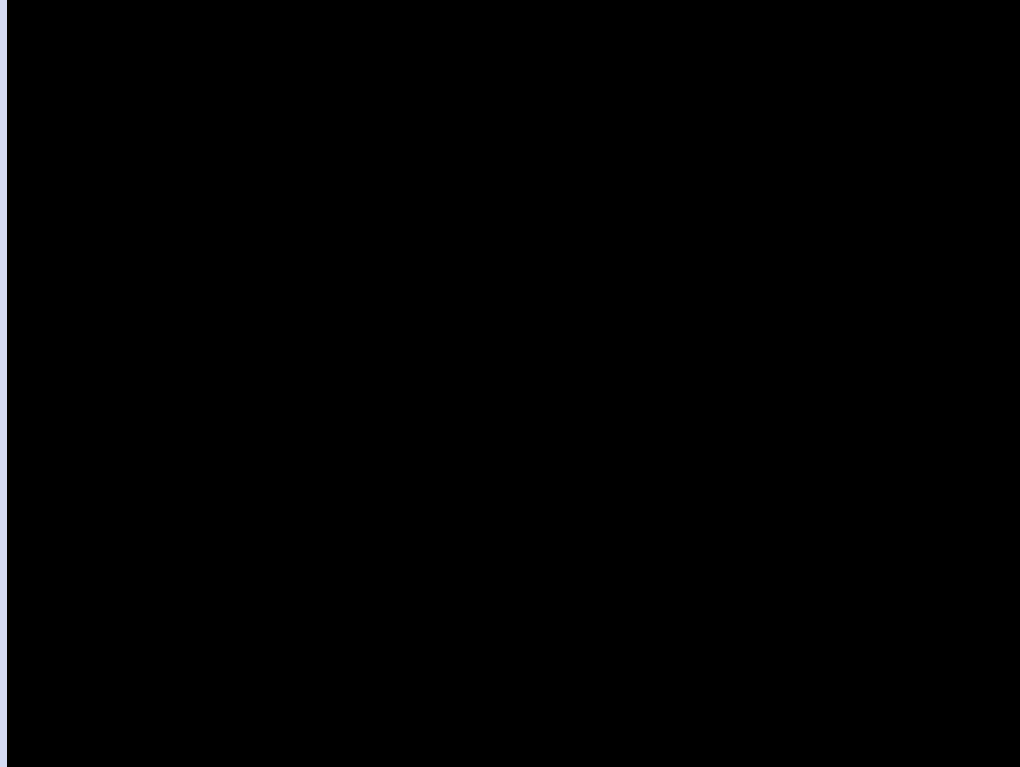


Summary

- Keep the Pitfalls of Failed Projects in Mind
 - Lack of Understanding
 - Fractured Leadership
 - Unrealistic Expectations
 - Wrong Team
- Focus on the Success Factors
 - Clear and Unambiguous Requirements
 - Define the Right Team
 - Initiate an Action Plan/Small Wins
 - Make it a Habit



Success!



Questions?