



# Developing and Delivering the Case for Change

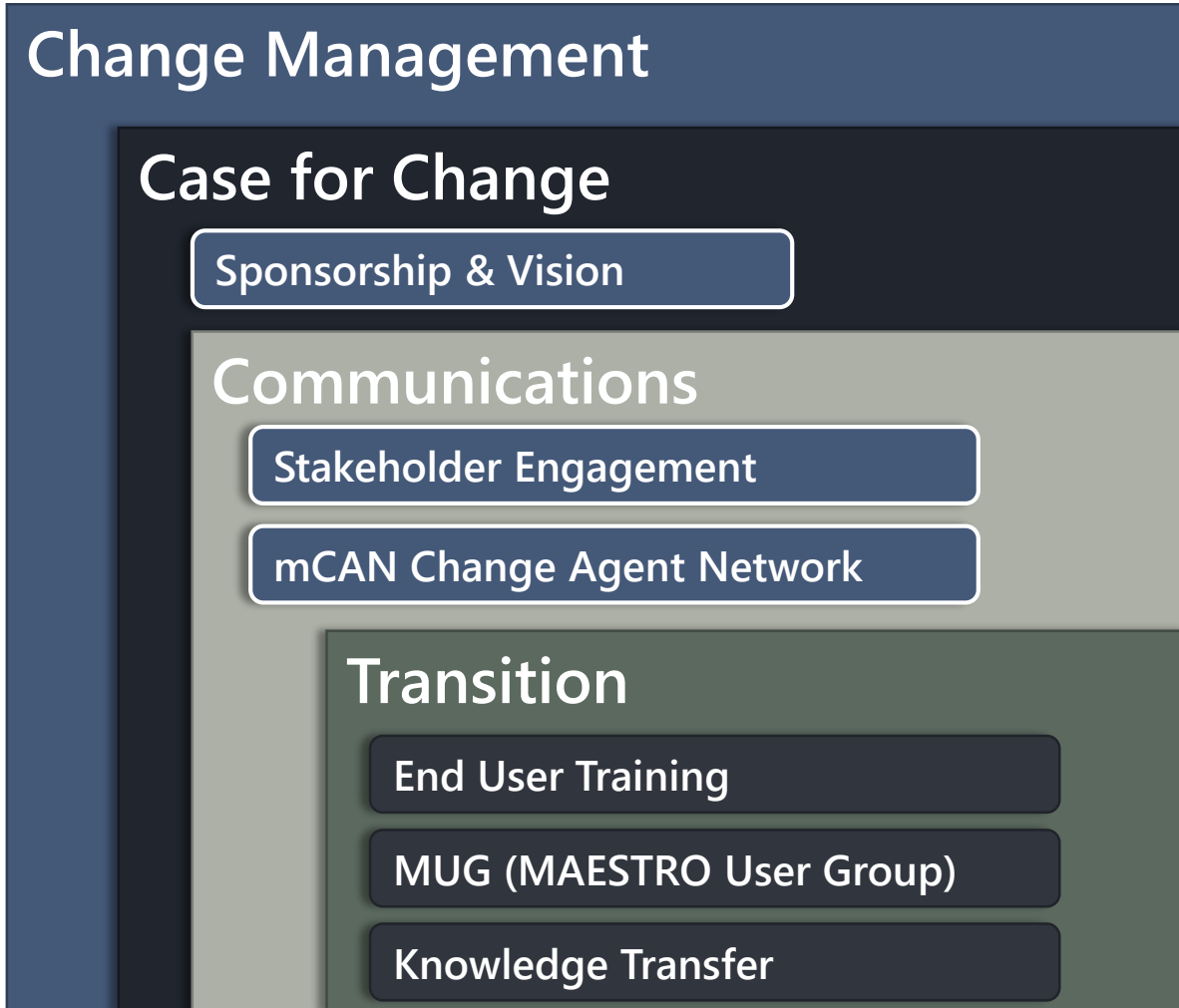
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# Interconnected Change Management Components

- Communications
- Case for Change
- Stakeholder Engagement
- Change Impact Assessment
- Change Agent Network
- Sponsorship
- Vision



# Change Management Activities Interdependence and Interrelationship

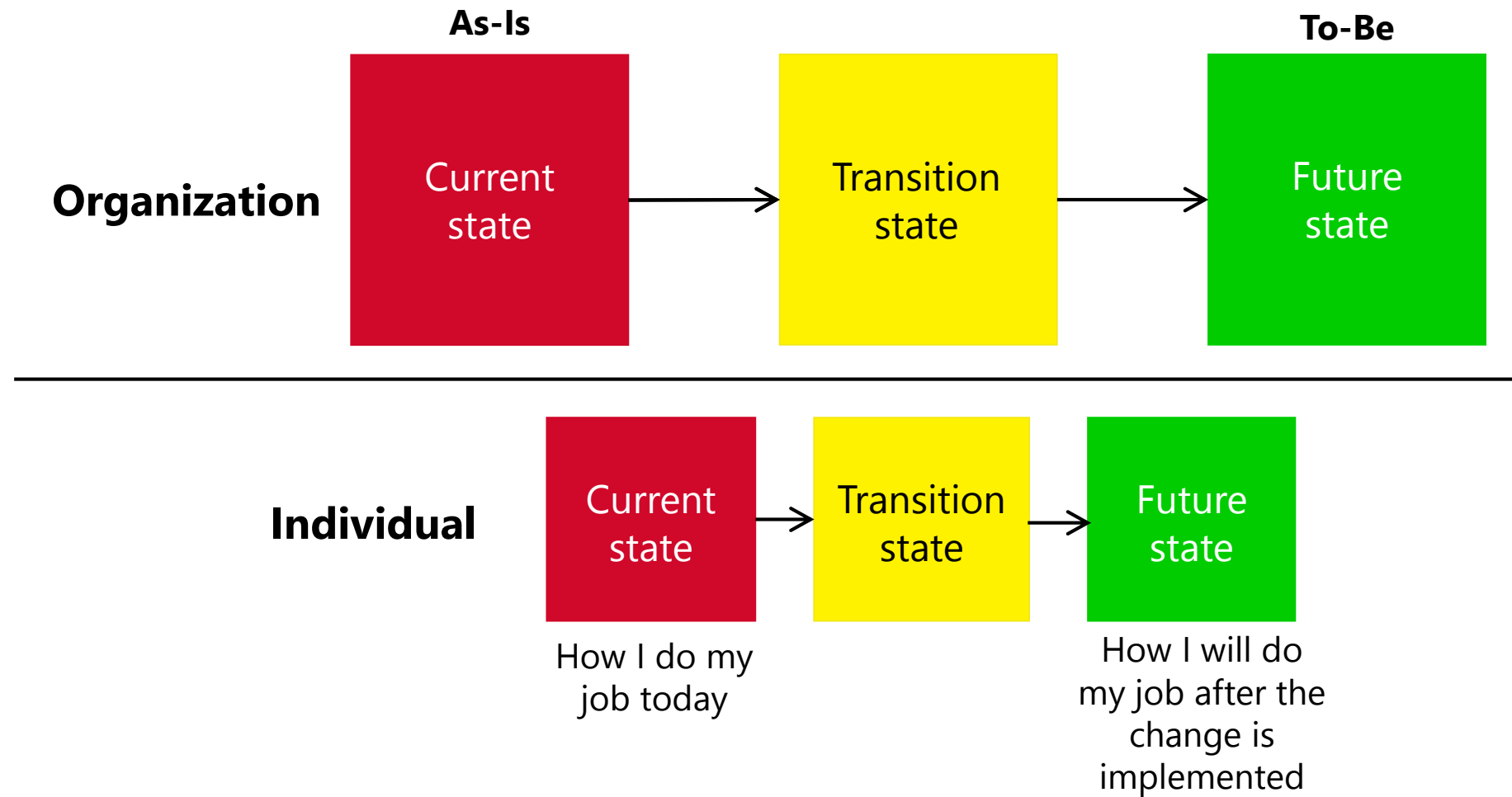


# Change Management Overarching Principles

- Change happens one person at a time
- Personalization and Individualization
- Communicate in multiple channels
- Just the right information, to just the right people, at just the right time

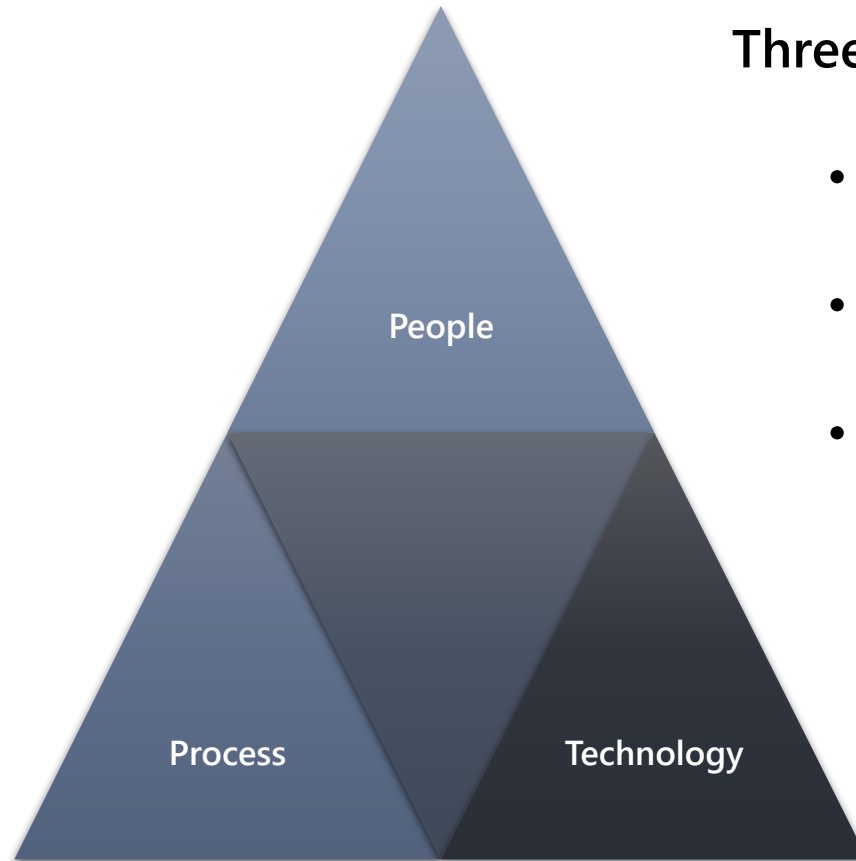


# How Change Happens





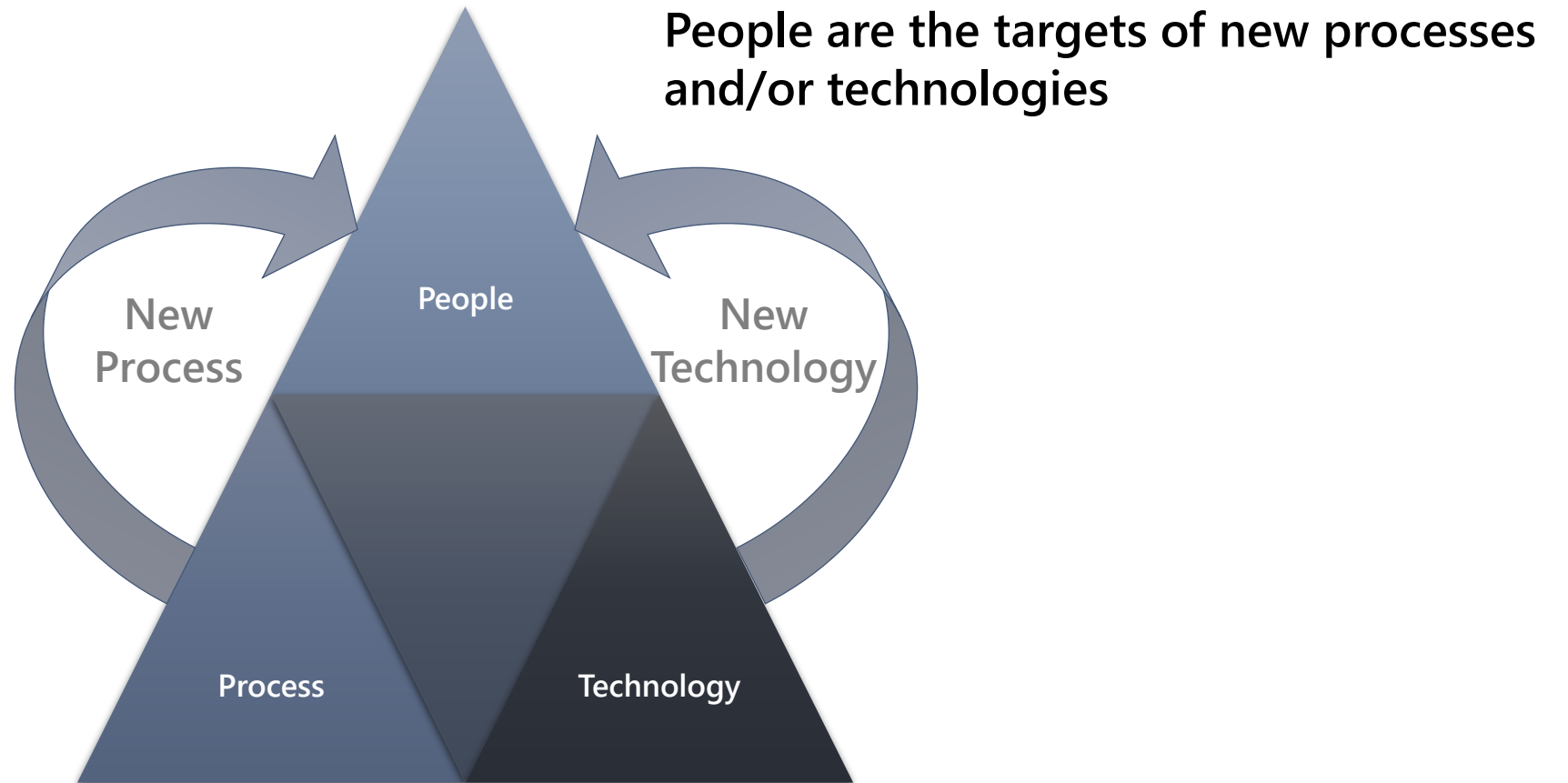
# Change Management Targets



## Three People-centric factors:

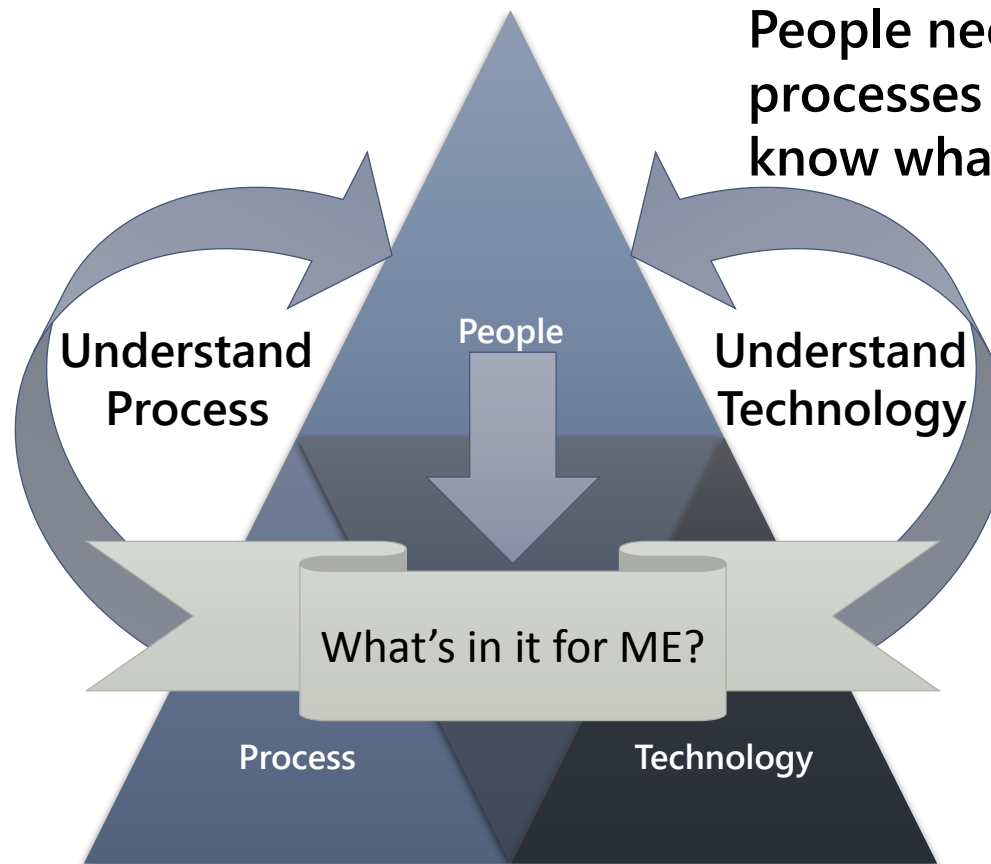
- Speed of adoption
- Proficiency
- Ultimate utilization

# Change Management Targets



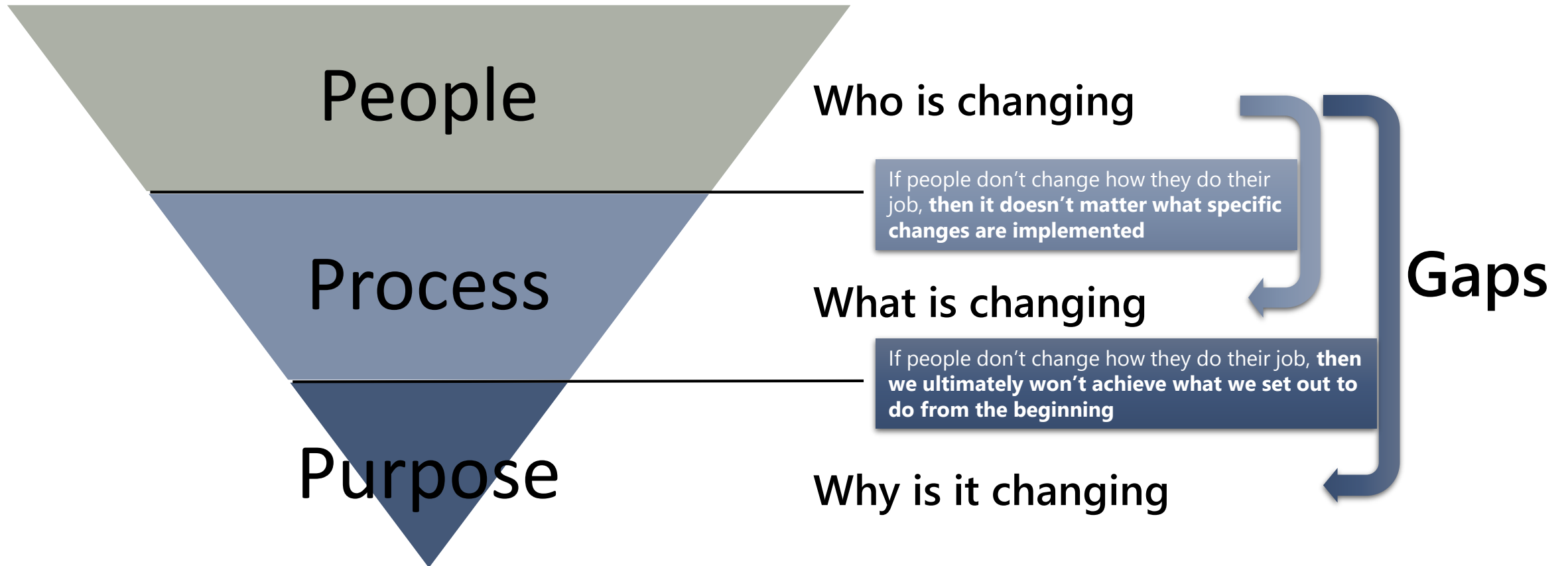


# Change Management Targets



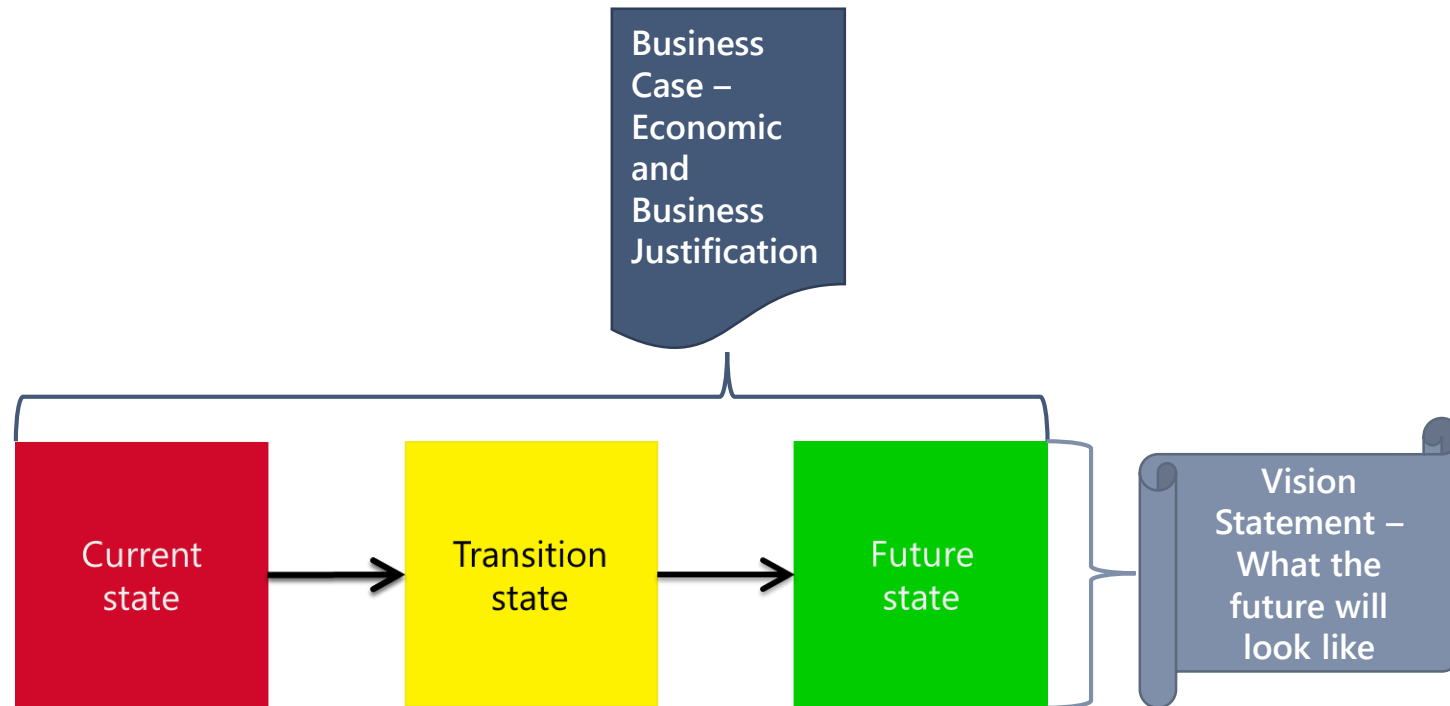
People need to understand the new processes and/or technologies and know what's in it for them

# People Matter - Close the Gaps



# The Case for Change is NOT . . .

the Business Case or the Vision Statement



# The Case for Change Is

- Designed to bring meaning, understanding, and value to business people and users
- It Answers the questions:
  - “why are we doing this”
  - “when will it happen”
  - “how will it work”
  - “how does it impact me and my role”
  - “what is the value to me and the organization”
  - “WHAT’S IN IT FOR ME”

# Case for Change – Traditional View



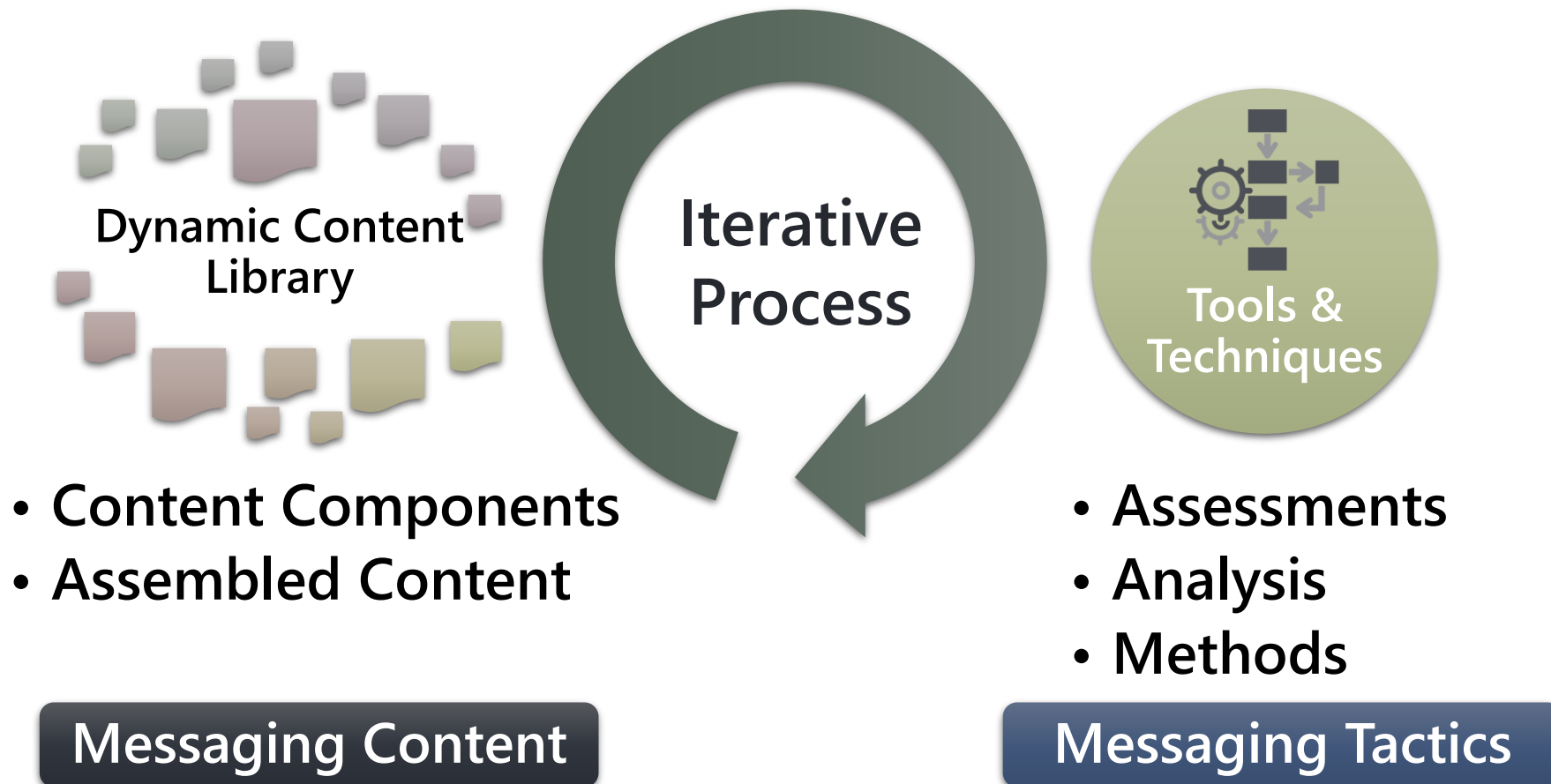
# Dynamic, Iterative Case for Change Approach

## Target Individuals and Small Groups



# Case for Change Process Overview

## Two Parts to the Case for Change Process



# Dynamic Content Library

## Content Components

- Tagline
- Vision Statement
- Graphics
- Business Case
- Roadmap
- As-Is and To-Be Processes
- Interviews with Stakeholders
- Customer Statements
- Solution Testimonials
- And more . . .



## Assembled Content



E-mail



Presentations



Success  
Stories



Newsletters



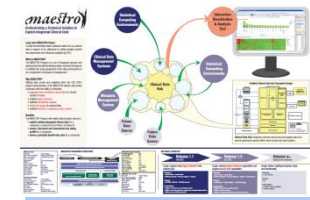
Webinars



Virtual  
Events



Open  
House  
Events



Flyers/Posters

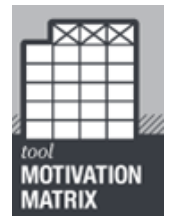
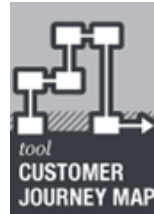


Recordings



# Tools & Techniques

- Assessments
- Analysis
- Methods



# Align Solution with User

## **Solution**

- Feature
- Function
- Benefit

## **User**

- Content
- Motivation
- Action

# Feature / Function / Benefit Analysis

Feature	Function	Benefit
<b>Content Data Hub</b>	<ul style="list-style-type: none"> <li>provides a single location to manage &amp; store clinical safety data that is made available to end-users</li> </ul>	<ul style="list-style-type: none"> <li>data standardization aligned with regulatory guidelines</li> <li>clinical data in an industry-standard format to support user analysis / reporting</li> <li>compressed submission timeline by pre-generating required deliverables (data package)</li> </ul>
<b>Visualization &amp; Analytics</b>	<ul style="list-style-type: none"> <li>interactive visualization tool with advanced graphical capabilities to facilitate safety data review</li> </ul>	<ul style="list-style-type: none"> <li>direct access to the clinical safety data without requiring the support of Biostatistics &amp; Programming</li> <li>fully interactive</li> <li>user friendly with easy navigation through the reports</li> <li>built in library of validated report templates ready-to-use</li> <li>templates designed for both signal detection and safety review</li> <li>enhanced graphical capabilities permitting better data visualization compared to existing static reports</li> <li>easy export of graphs into PowerPoint presentations</li> </ul>
<b>Compound Analysis</b>	<ul style="list-style-type: none"> <li>exploit existing integrated clinical data for a compound, at any time from Phase I to Phase IV</li> </ul>	<ul style="list-style-type: none"> <li>assess, document and characterize the safety profile for a compound</li> </ul>
<b>Safety Analysis / Signal Detection</b>	<ul style="list-style-type: none"> <li>assess, document and characterize the safety profile for a compound</li> </ul>	<ul style="list-style-type: none"> <li>safety data is available for analysis earlier in the timeline</li> </ul>

# Alignment Example

## **Solution - Administrator Panel**

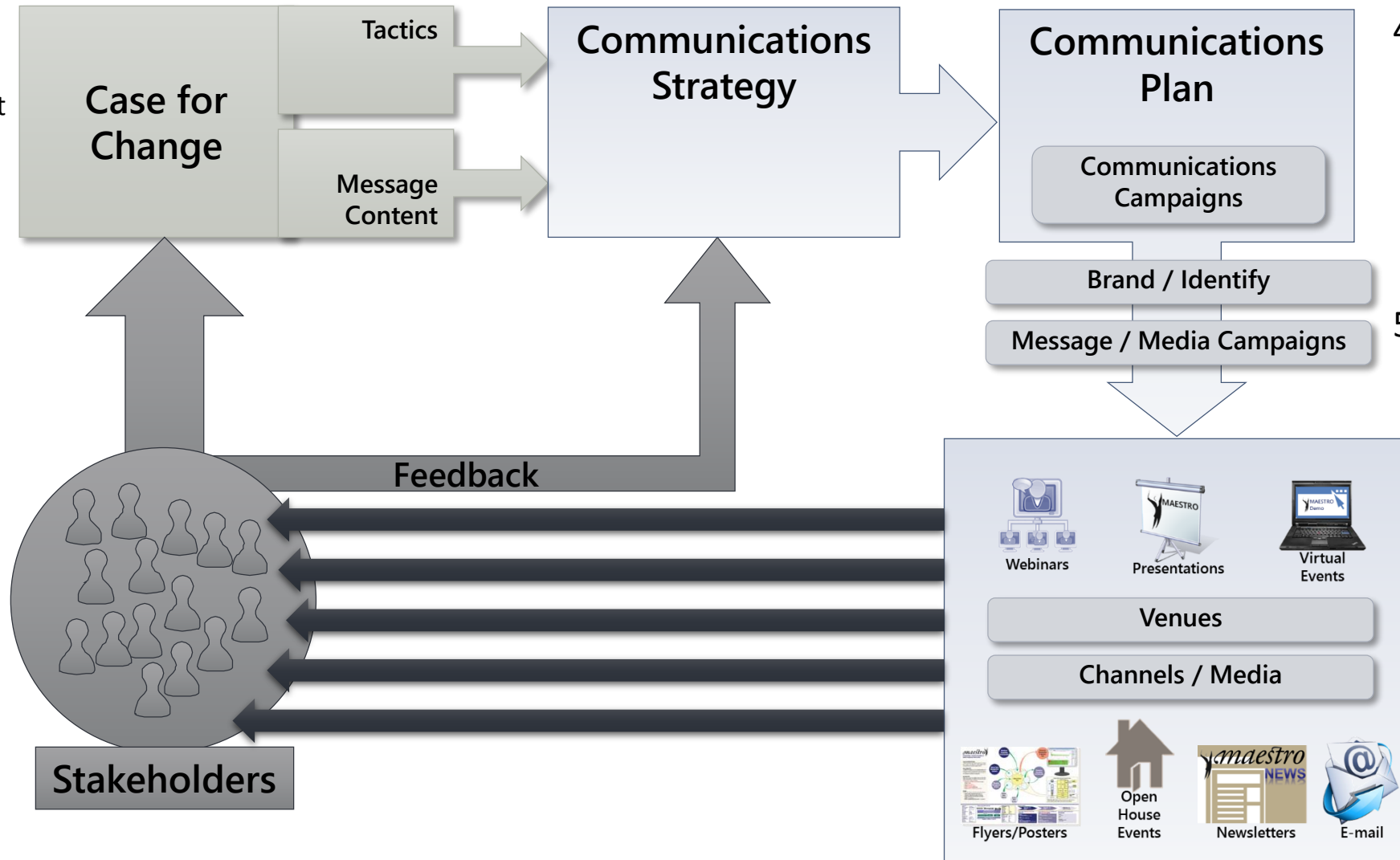
- Feature: User Management
- Function: Copy Existing User to Create New User
- Benefit: Save time by reusing user settings

## **User – System Administrator**

- Context: Manage users providing the correct access rights
- Motivation: Add a new user similar other users
- Action: Copy profile of existing user and use it to establish settings for new user

# How the Case for Change Fits

1. Stakeholder needs drive the Case for Change
2. Case for Change develops messaging content
3. Produces necessary tactics to focus on specific stakeholder audiences and their needs



4. Communication Strategy defines the overall approach to managing / distributing communication over duration of the program
5. Communications Plan is the detailed schedule and approach for delivering the Case for Change

# Case for Change Provides Input for Learning & Development

