Change Management:
A How-to Checklist

Get started on an effective change management strategy with this easy-to-use checklist.

Change management is a complex process that can vary based on the organization's needs. While there are different approaches that consider type of organization, business objectives, and external environment, there are some common steps that can help you get started. Check out the list below to help you navigate change management the right way.

1. Define the change management process
Craft a plan for handling changes that includes formulating procedures, assigning roles and responsibilities, and deciding on the tools to use.

2. Build the leading team
Get the right people in place with the right emotional commitment and the right combination of skills. Ensure everyone is fully on board with all of the new processes and they are ready to guide the rest of the team.

3. Share the vision and reasons for change
Be sure your team knows why they need to go through the change process, how it will affect the organization, and any possible impact on your customers. It's essential for everyone to understand the reasons for change.

4. Communicate, communicate, communicate

As with any change—big or small—communication is crucial. It is vital to keep everyone informed about every stage of the change to avoid confusion, misunderstanding, and insecurity. Change may involve delivering some difficult messages and these need to be communicated in a proper—and digestible—way.

5. Set short-term goals

Create a manageable number of initiatives. It is easier to follow and complete smaller milestones, thus being able to see the progress more clearly and focus on finishing current stages of a change before starting new ones.

6. Use an Agile approach for ad-hoc modifications

If something is not working, be prepared to make adjustments as needed. Every change carries with it a risk of transitions not going as smoothly as planned. Consider using an Agile practice and implement a frequent check-in, like adopting Agile's 10-minute daily stand-up meeting.

Devour Work Chaos with Workfront

Effectively manage change management with a Marketing Work Management solution like Workfront. You can conquer marketing work chaos by:

- Streamlining incoming work requests
- Improving visibility into workflows
- Better managing deadlines
- Improving productivity and efficiency
- Easily publishing content to a DAM
- Improving communication
- Gaining visibility into data

workfront.com