



THE BENEFITS OF BUSINESS ADOPTION

To maximise the business benefits of a change programme, it is essential for the change to be successfully embedded within the business. At Change Specialists, we consciously build this into programmes from the start, running a business adoption stream in parallel to the change delivery stream.

Our experience has shown that focusing on business adoption alongside change delivery:

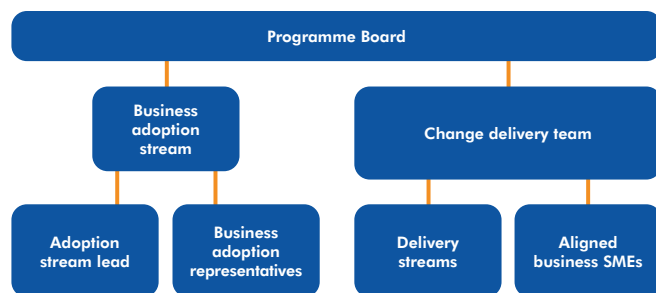
- helps to ensure that all colleagues share a common understanding of why the change is needed
- reduces the risk of operational issues arising after the change is deployed
- reduces the risk of the change having an adverse impact on customers and costs
- supports and maximises the long-term business benefits of the change.

So what does a business adoption stream look like in practice?

BUSINESS-WIDE ENGAGEMENT

Traditionally, only teams most directly affected by the change are involved in change programmes. When taking a business adoption approach, all teams affected by the change, in any way, are fully engaged through their business adoption representative.

Change Specialists establish a business adoption stream that runs in parallel to the change delivery team.



The programme board is accountable. They ensure all business areas that are going to be affected by the change are represented in the business adoption stream.

The business adoption stream lead is responsible. They map and maintain the business journey progress, work with the programme board to consolidate assessed readiness criteria and report to the programme board.

Business adoption representatives consult, contribute and inform. They confirm that business journey steps have been completed for their area, confirm the status of constituent readiness criteria, and ensure and monitor business feedback.

EMPOWERING CHANGE

As this suggests, putting a business adoption stream structure in place ensures that colleagues across the organisation are involved in the change programme in three key ways.

COMMUNICATION

Colleagues typically want earlier, clearer and more frequent communication. The business adoption stream ensures communication is prioritised and acts as a funnel for responses. Communications should start from project launch, spanning delivery progress and associated impacts.



CHALLENGE

The business adoption stream offers a route for all colleagues, whatever their seniority, to voice challenges or make observations. Having a formal mechanism for comment, such as a business feedback tracker, ensures a proactive, constructive response from the delivery team.



APPROVAL

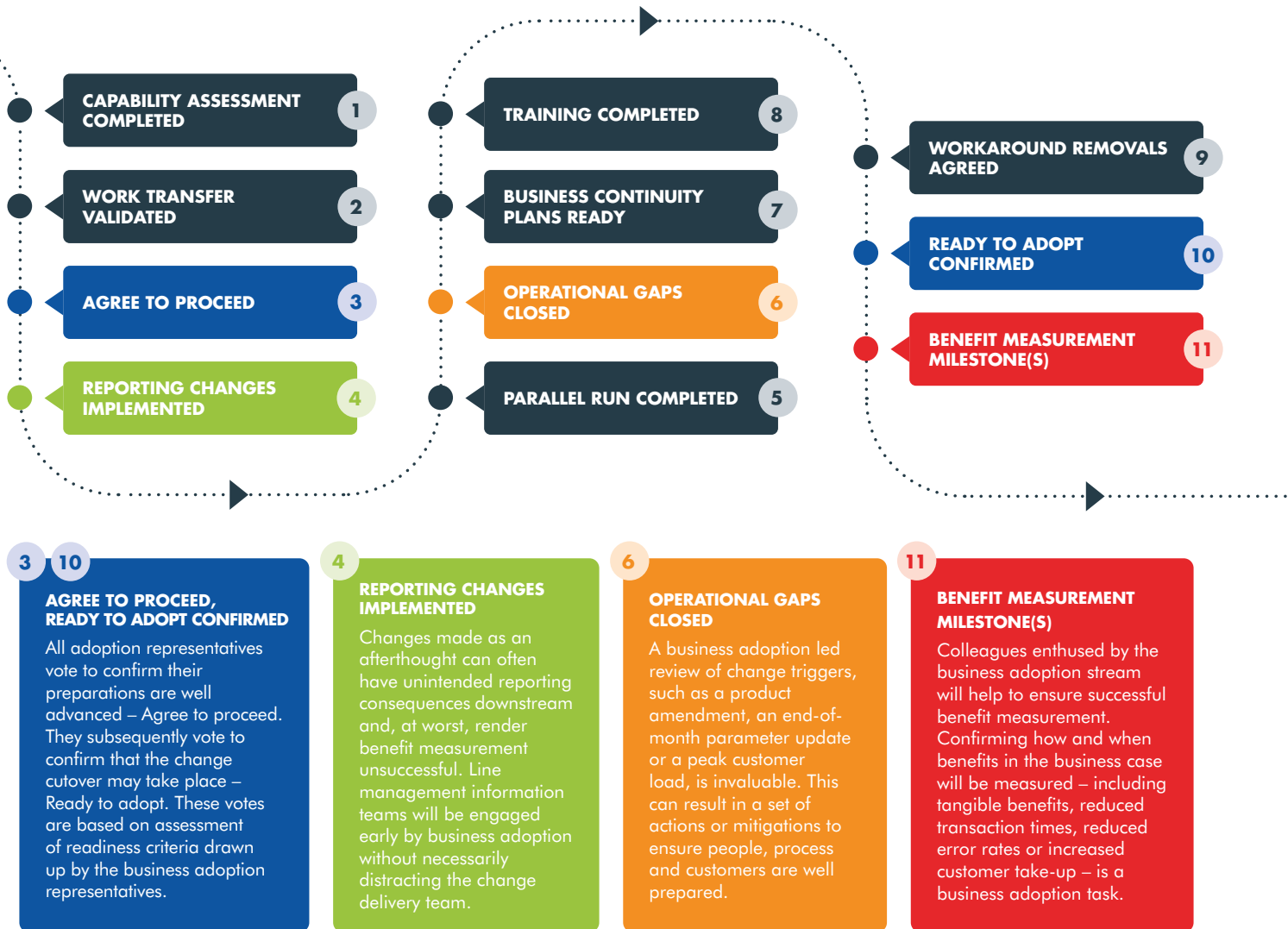
Business adoption representatives assess the requests for their suitability and fit with the programme, cross referenced with 'business as usual' activities. Validated requests are submitted to the programme board for consideration and approval.



"Factoring in business adoption from the outset has a powerful impact on the long-term benefits of change."

DEFINING THE BUSINESS JOURNEY

Defining the business journey – up to the deployment of the change and beyond – is a core activity of the business adoption stream. This identifies a meaningful sequence of business activities that, if completed effectively, will achieve success and ensure business buy-in. A good example of this would be a property or business consolidation programme.



THE RESULT? BETTER CHANGE DELIVERY OUTCOMES



Insights collected via people surveys before and after the change provides evidence of buy-in and lessons for the future.



There is day-to-day transparency – delivery team activity lasts until the business adoption stream confirms that the team can disengage and hand over to day-to-day support.

Business adoption demonstrates that the change has been successfully reviewed and integrated by the business. The delivery team has not simply thrown the change ‘over the wall’ to meet a published date.



HOW CAN WE HELP?

To maximise the business benefits of change, let Change Specialists help you establish a business adoption stream for your change programme.

Get in touch today to find out more.