

Addressing the people side of change, Organizational Change Management (OCM) is a framework for managing the effects of new business processes, changes in organizational structure, or cultural changes within an enterprise.

Trace3 leverages a strategic framework designed to tactically develop and deliver best-in-class organizational change management strategies. With the expert guidance of Trace3 OCM Consultants, our clients are empowered to achieve their desired future state outcomes on time, on budget, and throughout their entire organizations.

Additionally, our clients typically receive a substantial ROI when leveraging our OCM framework because their employees adopt to change quickly, proficiently, and in high volume.



OVERVIEW

The Trace3 OCM strategic framework incorporates proven methodologies that account for common barriers and pitfalls leaders often face when attempting to guide their respective employee populations through an often-fraught change journey. Executing an effective OCM program requires anticipating, and minimizing, the disruptive effects of the change journey, which includes preventing the dip in employee productivity that inevitably occurs during change initiatives while also accelerating and maximizing adoption levels amongst employees.

Research suggests even the most well-intentioned leaders frequently face insurmountable obstacles when implementing new ways of working.

According to Prosci, an industry thought leader, there are **five common pitfalls** leaders encounter when attempting to guide their organizations through the change journey:

- 1 Employee resistance at all levels
- 2 Middle-management resistance
- 3 Poor executive sponsorship
- 4 Limited time, budget, and resources
- 5 Corporate culture and politics

Trace3's OCM model **removes the five barriers** mentioned above, allowing our clients to introduce new people, processes, and technologies across their respective organizations. Our strategic, comprehensive, and custom approach to implementing change is critical for achieving and sustaining project success.

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While Change Management has traditionally been viewed as an expense, we view it as a long-term investment for an organization's success

-Prosci



DETAILS

The Trace3 Organizational Change Management framework is a soup-to-nuts approach useful across industries regardless of organizational size, culture, and complexity. Our approach assesses, designs, communicates, and implements change journeys that both anticipate and manage the individual and organizational transitions required to accelerate and sustain corporate transformations.

The Trace3 model guides both the organization and individual employees through change by using a strategic framework comprised of four key disciplines:



ORGANIZATIONAL ALIGNMENT

Assessing the current state of the organization, then developing - and solidifying - the appropriate change strategy followed by constructing the infrastructure for impactful and sustainable change.



LEADERSHIP AND STAKEHOLDER ENGAGEMENT

Coaching leaders to actively support the transition by equipping them with the appropriate resources to successfully guide their organizations to their desired future state.



COMMUNICATIONS

Developing and delivering the right message to the right person at the right time.



LEARNING

Educating organizations about newly introduced people, processes, and/or technologies. Learning and development empowers employees to develop the required knowledge, skills, and behaviors to operate and perform in the future state.

VALUE

The Trace3 OCM strategic framework inspires active and visible executive sponsorship by leveraging a structured approach with frequent and open communication, which increases employee engagement. In doing so, our clients benefit from the following outcomes:

- Increased accountability within cross functional teams
- Mitigating risk and resistance to change
- Stronger stakeholder buy-in and sustained change commitment, improved workforce engagement, retention, and productivity
- End-Users are properly trained with specific skills and expertise required to operate in the future state
- Employees are engaged and understand the benefits of change to the organization as well as the individual
- Motivated employees aligned to the organization's culture and goals
- The company is equipped to support new cultural trends the future state requires

To learn more about Organizational Change Management or reach the Trace3 OCM team, contact Grant Leeds, Practice Director, at gleeds@trace3.com.