

# Our Approach to the Change Management Journey

**Implementing a major new initiative within your organization can affect your employees, customers, other stakeholders – and ultimately – your business performance.** In order to improve business performance and to realize the desired benefits of the new program, change management must be an integral and well-planned part of your program.

## How Can You Achieve Success?

**Planning for Change.** Planning for a major change requires a change management strategy that is developed as part of the overall transformation effort. Eagle Hill firmly believes that change management needs to be at the forefront of any transformation initiative. We collaborate with our clients to build plans that work together to achieve the desired results. The Eagle Hill team starts by establishing a clear vision and case for change that is directly supported by executive leadership. This helps the organization prepare for the change. A careful stakeholder analysis identifies the key stakeholders that need to be involved in all stages of the program and gauges their readiness for change. Understanding the impact of the change is also critical in building an effective change program, and to ensure success.

**Preparing Key Sponsors for Change.** Eagle Hill develops sponsorship plans that provide key sponsors with the tools and materials they need to build their employee's commitment to the organizational changes. Executive sponsorship is demonstrated by key executives and provides leadership and support for the change that can be used in conjunction with role modeling of the organizational, process, and culture impacts of the project to help ready the organization for change.

**Training to Support Change.** Comprehensive training and performance support that is aligned with the specific organizational, process, and culture changes equips those impacted by the change with the necessary knowledge and skills to be successful. By conducting a training needs assessment, Eagle Hill is able to develop a coordinated training strategy, and customize the training curriculum needs to bridge any knowledge and skills gaps.

**Communicating Change.** The Eagle Hill team works throughout the entire transformation to deliver customized and effective communications that are clear, consistent, frequent, and meaningful. Each step of the communications approach focuses the key outcome of establishing stakeholder commitment. An integrated communications plans provide details on the key stakeholder groups, their specific communications needs, the appropriate communication channel, and the message that should be communicated. We build a communication plan that incorporates stakeholder feedback to generate further program commitment. This approach of managing stakeholders and enabling participation and involvement builds the buy-in and commitment to the change. Through this, stakeholders become invested in the change and committed to the overall success of the effort.

**Measure the Change Effectiveness.** Eagle Hill works with our clients to design a comprehensive performance measurement strategy, including a performance measurement framework, scorecard, data collection methods, reporting and sets measurable goals to assess the effectiveness and outcomes of the change effort. When executing the change management plans, we continuously validate that the change management activities being performed are consistent with the plan. Selecting the right metrics to accurately measure the change and creating a reporting and feedback mechanism to quickly make adjustments enables the change is to be successful.

## Why Eagle Hill?

“Eagle Hill has been highly effective in delivering exceptional results. They brought a structured approach to change management by involving the right people, process, and information. In less than 5 months—and as a direct result of Eagle Hill’s outstanding work—our organization has met important strategic initiatives and is better positioned for the future.”

**Paula Searle**  
 Division Director  
 Business Transformation  
 FDA

### Change Management Methodology:

By establishing strategic direction early in the project, Eagle Hill’s proven methodology ensures that the Change Management journey is successful.

