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**Change Management Plan Buy-In**

**The Virtual Job Fair**

**Nova Scotia Community College**

**Prepared By**

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# Introduction

The Virtual Job Fair (VJF) project will follow the change management plan to manage how the change approaches and completes. The plan also entails what defines a change, the purpose and role of the change control board, and the overall change management process. All stakeholders must be engaged to make the change successful.

# Change Management Buy-In Approach

All the stakeholders must be engaged to successfully complete a change. Building relationships with stakeholders are the critical factor to manage changes. This approach will also ensure that the stakeholders are communicated and are engaged to the project changes.

* Identify, prioritize, and motivate stakeholders
* Build Relationships
* Clearly communicate the change, benefits, and their contribution
* Provide feedback

The Change Management buy-in process has been designed to make sure this approach is followed for all changes and to engage stakeholders. By using this approach methodology, the VJF Project team will prevent change resistance from and focus its resources on successfully implementing the changes occurred because of the merger.

# Change Management Buy-In Process

**Identify, prioritize, and motivate stakeholders**

The project manager must identify all the people who might be affected by the VJF project, including internal and external stakeholders as well. The interested stakeholders must be identified and be prioritized.

**Build Relationships**

The Project Manager (PM) should identify the stakeholders who can influence the project. The more influential a stakeholder is, the more the PM needs to support. The PM should know each stakeholder’s needs or wants, and the PM can gauge his level of support. The PM should balance his support against influence. PM should also the stakeholders to provide their input and get to know them better by scheduling time for coffee, lunch, or a quick meeting. PM also should send a regular status update, daily may be too much, monthly may not be enough. Once update per week would be right.

**Communicate the change and benefits**

The project manager should build a culture of trust, just sending the reports is not enough. Provide accurate information about any issues of the project and ask for their input. Regular communication is required, and it may even soften the blow when the PM has critical issue to share. PM should also inform the benefits of the stakeholders.

**Communicate and value the stakeholder’s contribution**

The PM should motivate the stakeholders and appreciate their contribution. PM should also communicate the stakeholder’s contribution and should ask for their ideas, feedback, and concerns.

**Communicate project progress**

The PM should communicate the project progress at appropriate interval and appreciate their feedbacks while reaffirming the project goals. This will make the stakeholders feel valuable and engaged. Communicating the progress to the key stakeholders and employees is crucial. The PM must not assume that stakeholders are aware of their roles and responsibilities. Engaging stakeholders about the project goals and progress will increase buy-in. The PM should be consistent in communicating project goals and progress, ideally once per week, and be always approachable.

**Provide Positive Feedback**

The project manager should thank the stakeholders for their contribution and commitment. PM should also provide positive feedback about how the stakeholders activities have helped to achieve project goals.

**Appreciate the team contribution**

The team should be rewarded for the success of the project other than formal appreciation. The nature and type of awards would be decided by the PM and the team.

The VJF project would use the Change Communication Brief Template to target and communicate with the stakeholders:

**Change Management Brief Template**

Name: Marc Scarfone Project: VJF

Method of Communication: Email

Audiences: Client

Main Message: Design needs to change because of making the video streaming feature independent.

Required Message Details: The details design changes, including the impact of timeline and costs, are also communicated to the client.

Call for Action (if applicable): The client’s feedback is desirable. If requires, a meeting can be scheduled to explain the detailed changes of the design and its impact to the project.

**Sponsor Acceptance**

Approved by the Project Sponsor:

Date:

Jamie Hartling

Academic Chair

Technology and Environment

Nova Scotia Community College

# References

*Change Management Plan* [DOC]. (n.d.). Project Management Docs. Retrieved From <https://www.projectmanagementdocs.com/template/project-planning/change-management-plan/#axzz6exMpAASz>