



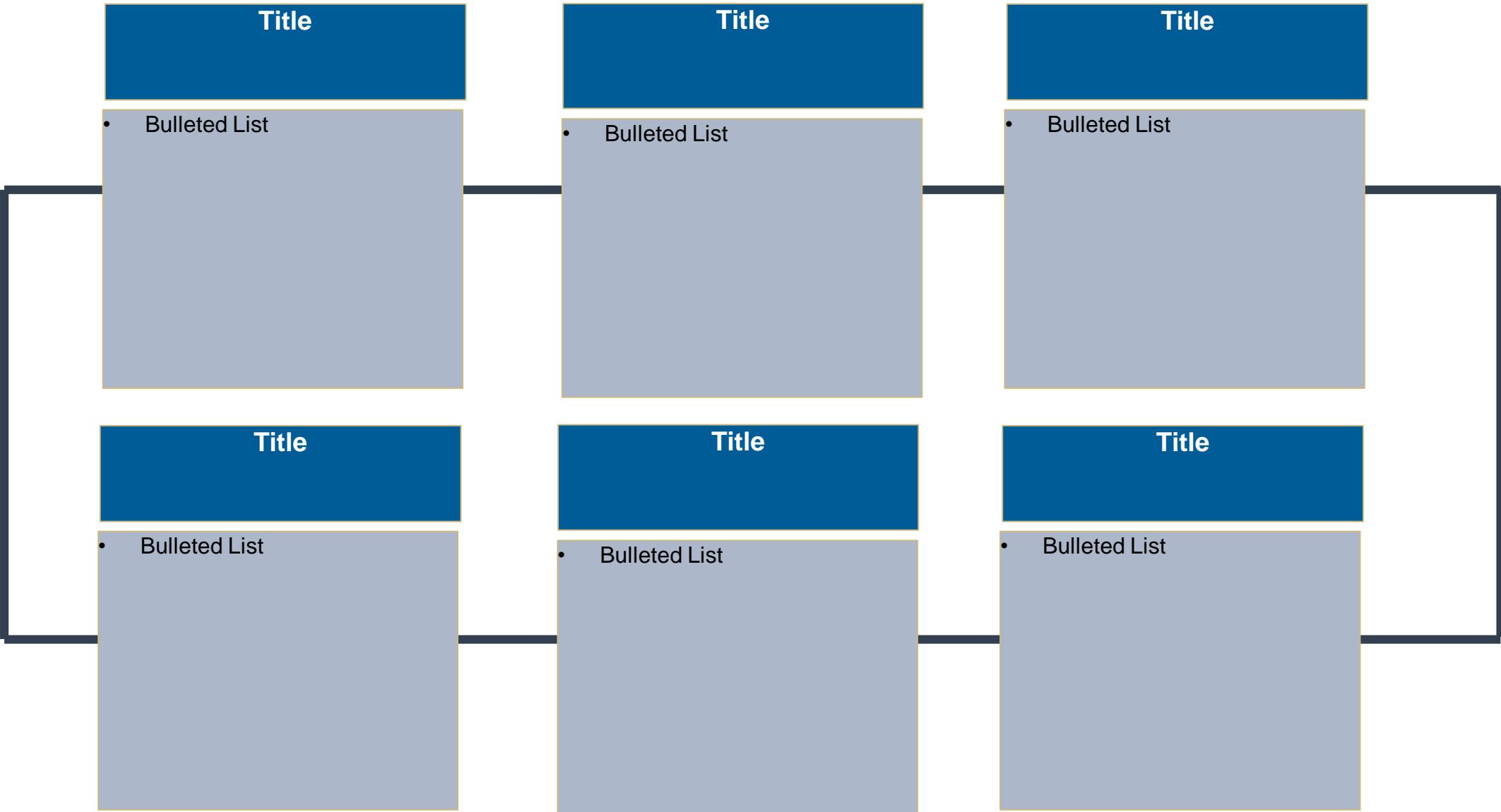
# Agenda

- 1 **Executive Summary**
- 2 **Benefits**
- 3 **Key Stakeholders**
- 4 **High-Level Change Management Strategy**

# Executive Summary

Project Overview	Text
Purpose of the OCM Plan	This Organizational Change Management (OCM) Plan outlines a comprehensive, inclusive, and mission-aligned approach to support the successful adoption of the <b>Project Name</b> .
Aligned with Client's Org Mission and Vision	<ul style="list-style-type: none"><li>Bulleted list</li></ul>
Benefits	<ul style="list-style-type: none"><li>Bulleted list</li></ul>
Strategic Objectives of the OCM Plan	<ul style="list-style-type: none"><li>Build awareness and desire for change through transparent, leader-led communications.</li><li>Create a collective mindset shift to embed new ways of working.</li><li>Empower stakeholders with role-based training and performance support.</li><li>Foster a campus-wide culture of engagement, readiness, and continuous improvement.</li><li>Measure success through adoption metrics, stakeholder feedback, and sustainability planning.</li><li>Operationalize streamlining systems and capabilities focused on best practices to create strategic alignment across the organization.</li></ul>

# Benefits



# Stakeholders

Stakeholder Name	Title	Project Role

# High-Level Change Management Strategy

Stakeholder Alignment & Engagement	Define the Why & WIIFM	Change Management Plan	"People" Measurement
<p>Stakeholders necessary to make the change journey successful. Roles and responsibilities in creating the change.</p> <ul style="list-style-type: none"> <li>Executive Sponsors           <ul style="list-style-type: none"> <li>Champion change management</li> <li>Sponsor communications</li> </ul> </li> <li>Steering Committee           <ul style="list-style-type: none"> <li>Approve changes, timeline, budget, change requests</li> <li>Drive change</li> </ul> </li> <li>Executive Committee           <ul style="list-style-type: none"> <li>Drive change</li> <li>Communications</li> </ul> </li> <li>Project Team (Core)           <ul style="list-style-type: none"> <li>Approve enhancements, process, changes, timeline</li> <li>Support adoption and dissemination of process changes</li> <li>Support training</li> </ul> </li> <li>Key Stakeholders (Direct and Indirect)           <ul style="list-style-type: none"> <li>Provide input and insight on impact to their departments</li> <li>Adopt, support, and disseminate changes within their departments</li> </ul> </li> <li>Project Working Team           <ul style="list-style-type: none"> <li>Execute project on time and with high standards for quality</li> </ul> </li> <li>Project Leads           <ul style="list-style-type: none"> <li>Provide project oversight</li> </ul> </li> <li>Impacted Users/Team Members           <ul style="list-style-type: none"> <li>Engage; participate in UAT and/or testing and/or training, as necessary; adopt; sustain – use; provide feedback</li> </ul> </li> </ul>	<p>What's changing – Why Salesforce Education Cloud , LL CRM. Change solutions to enable impacted users' success.</p> <ul style="list-style-type: none"> <li>Identify the changes and impacts created by implementing LL CRM:               <ul style="list-style-type: none"> <li>Define the WIIFM (what's in it for me) to support change management solutions and key messages for each Stakeholder Group.</li> <li>Prepare and support the teams through communications, training, measurement, reinforcement, and support channels.</li> <li>Determine the risks of not changing and engaging with the change.</li> </ul> </li> </ul>	<p>Plan to support Impacted Users/Team Members with change adoption.</p> <ul style="list-style-type: none"> <li>Goal: prepare impacted stakeholders for the ideal state of the <b>change title</b> through OCM. Empower stakeholders and ensure OCM supports CU Boulder's mission and long-term tech strategy.</li> <li>Goal: Create change management plans with targeted readiness, reinforcement and resistance management solutions per each Phase and/or Stakeholder Group.</li> <li>Change Management plans will include Sponsor, Leader, Communication, Training and Reinforcement- All combined into a comprehensive OCM plan.</li> <li>Provide communications messaging and two-way communication options for key Stakeholders.</li> </ul>	<p>Measure the People metrics/KPIs.</p> <ul style="list-style-type: none"> <li>Measuring awareness and participation in Phase 1 will help leaders evaluate change success.</li> <li>Core team will help determine what success looks like from the people side.</li> </ul>

# Change Management and Communications Timeline

