



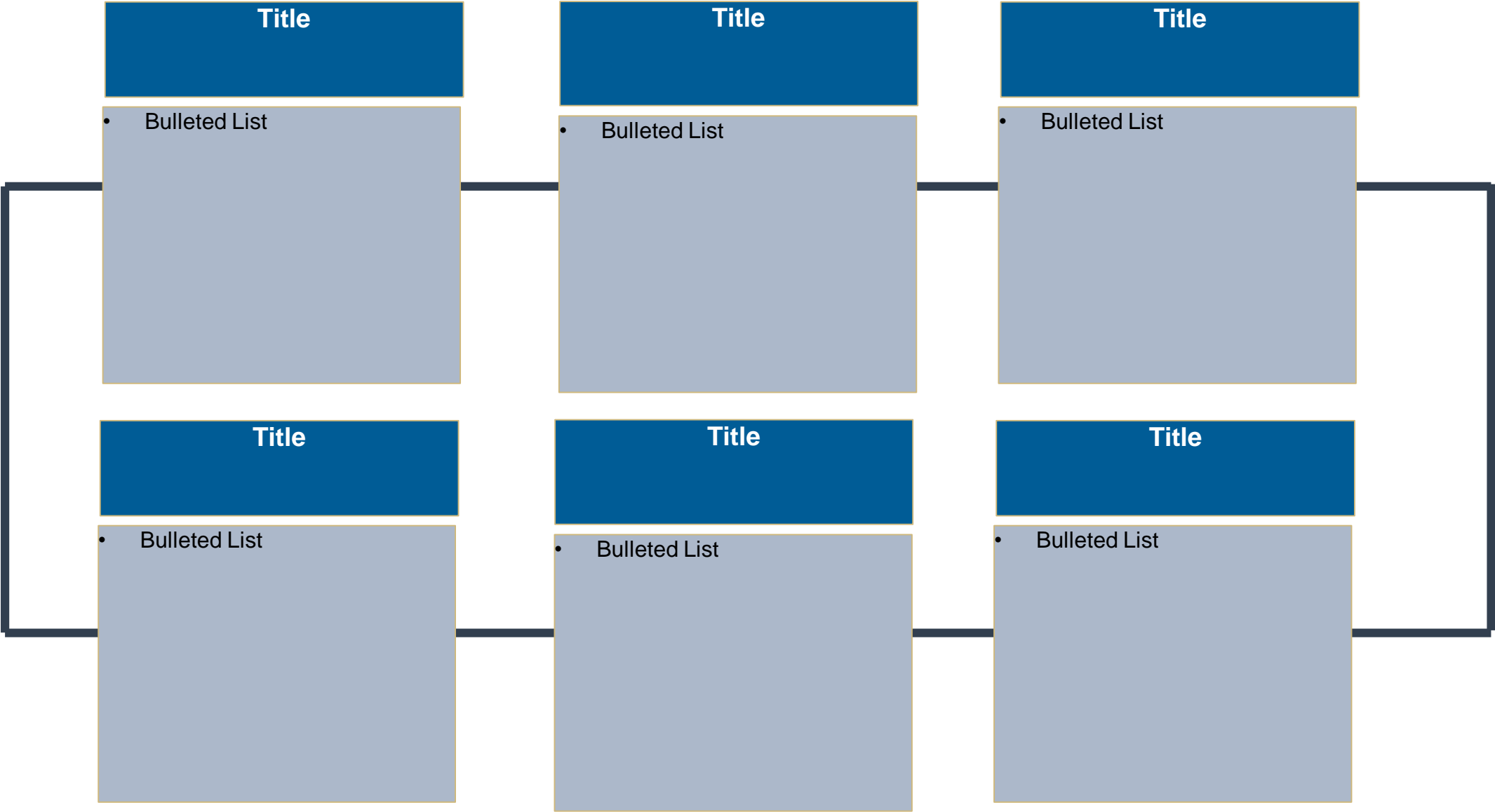
# Agenda

- 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
Stakeholders necessary to make the change journey successful. Roles and responsibilities in creating the change.	What's changing – Why Salesforce Education Cloud , LL CRM. Change solutions to enable impacted users' success.	Plan to support Impacted Users/Team Members with change adoption.	Measure the People metrics/KPIs.
<p>Executive Sponsors</p> <ul style="list-style-type: none"><li>• Champion change management</li><li>• Sponsor communications</li></ul> <p>Steering Committee</p> <ul style="list-style-type: none"><li>• Approve changes, timeline, budget, change requests</li><li>• Drive change</li></ul> <p>Executive Committee</p> <ul style="list-style-type: none"><li>• Drive change</li><li>• Communications</li></ul> <p>Project Team (Core)</p> <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> <p>Key Stakeholders (Direct and Indirect)</p> <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> <p>Project Working Team</p> <ul style="list-style-type: none"><li>• Execute project on time and with high standards for quality</li></ul> <p>Project Leads</p> <ul style="list-style-type: none"><li>• Provide project oversight</li></ul> <p>Impacted Users/Team Members</p> <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>	<p>Identify the changes and impacts created by implementing LL CRM:</p> <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>	<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>	<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

