

The Impact of Change and Project Management Combined

Project Management

- Stakeholder Alignment
- Technical Design
- Design Solution Implementation
- Timelines & Budgets

Change Management

- User Training
- Feedback Loop
- User Adoption
- Monitor Usage/Acceptance Rates

**Successful
Business Outcome**
Marketo Value Realization

Effective project and change management can make—or break—your project.

67% projects fail when project management is undervalued

60%-70% projects fail without change management
(Harvard Business Review)



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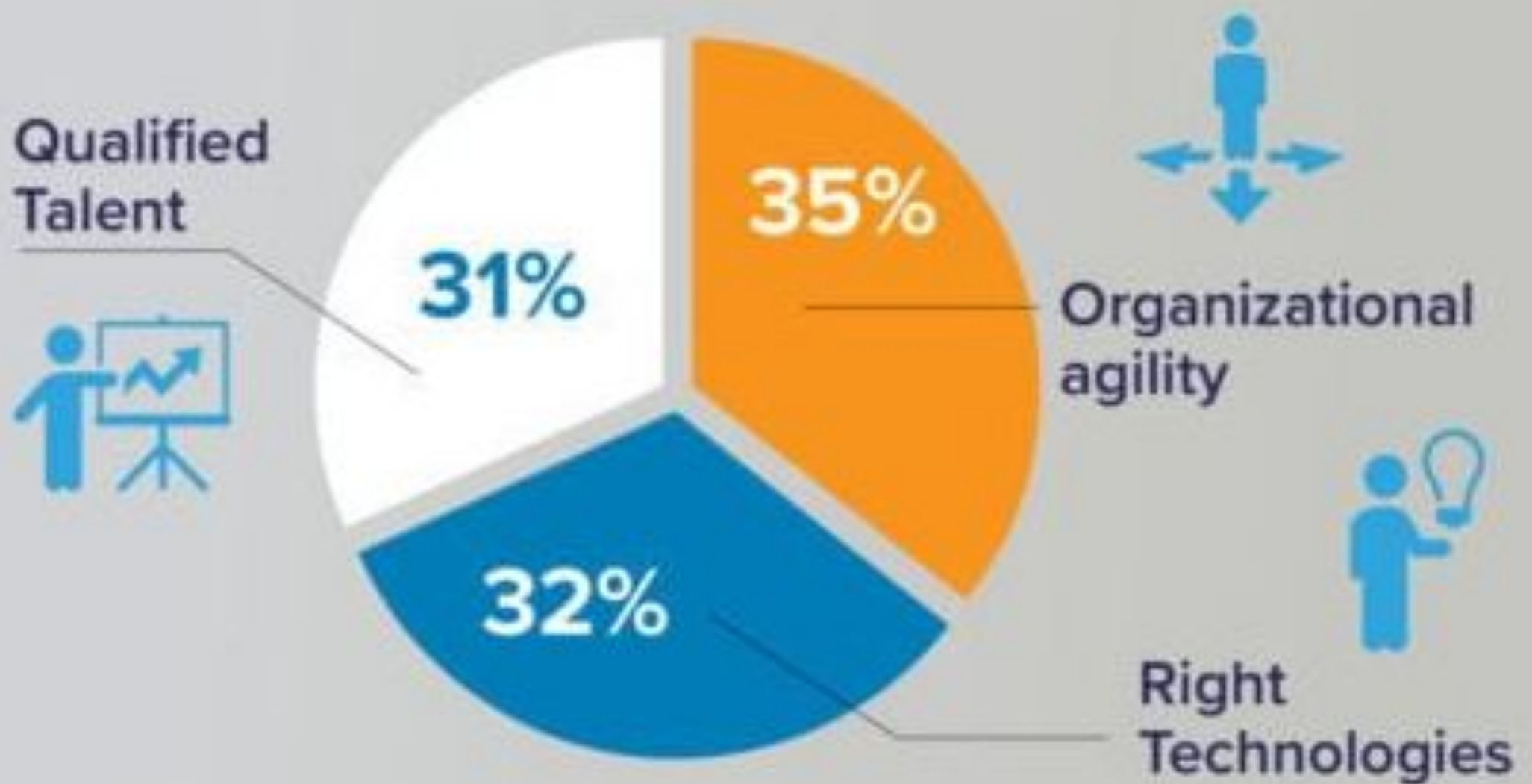
Lackluster outcomes are costly.

11% of investment dollars are wasted from poor project performance.



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Other factors leading to project success:



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In-demand
project and change
management skills:



65% Leadership - 50% digital - 58% Business - 68% Technical

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Shifts in technology are fueling change.

Top investments planned in the next 3-5 years:



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3 tenets of leading-edge organizations:

1. **Ability is agility:** those that can pivot quickly are best positioned for the future.
2. **Technology rules— but people influence.** Training, processes, and talent are required to get the job done right. Otherwise, your rollout becomes a rollover, and the project fails.
3. **Change is constant:** project leaders help turn ideas into reality; change leaders consider the impact of a project on the people using it.



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The bottom line:

Organizations don't change.
It's **people** who drive the change.



71% of organizations completed their projects on time with effective change management techniques.

81% of projects came in on or under budget with effective change management.

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Both project management and change management provide the structure to keep everyone aligned with the direction, accountable to the project's success, and on track with the defined milestones and objectives. Ultimately, your goal is repeatable processes and predictable outcomes. By effectively managing your project and the people impacted by your project, you will accomplish your objectives and attain more value from Marketo faster.

Take the next step: download **on the first comment** our free **Marketo Value Realization Framework** detailing the necessary steps to help you get more value from your Marketo investment.

