

Get a Greater Return Faster With Organizational Change Management

Managing the Human Side of Change

Organizations are investing heavily in data, artificial intelligence (AI) and technology solutions to meet the dynamic needs present in today's marketplace. Even with best-in-class technology and high-quality data, organizations may not realize the full benefit of these investments. Slow implementations, underused applications and a lack of clarity about what data is available or how it's used all present challenges that organizations must overcome to leverage these investments. The complexity of integrating AI solutions into existing processes and ensuring effective AI governance can further hinder the realization of the investments.

Often, these challenges stem from a limited focus on the people who are meant to follow processes and work with data and AI using the available technologies. Ultimately, the value of data and technology investments can only be realized through proper use. If people aren't using data, AI and technology appropriately, the organization's costs will exponentially rise without delivering the expected returns.

INTEGRATING OCM INTO EVERY ENGAGEMENT

Organizational change management (OCM) is the discipline of driving business results by changing behavior. This includes helping people through change quickly and successfully to achieve business value.

Typical change management approaches assume everyone starts with the same basic understanding, competency and motivation to make a change. In reality, people have various interests, expertise levels and unique perspectives related to the myriads of changes around them. When you don't account for these differences, change management efforts can falter, leading to resistance, disengagement and, ultimately, the failure of your initiatives.

At First San Francisco Partners (FSFP), we take a holistic, pragmatic approach to OCM to ensure the success of every data program we're involved with. By recognizing the variability that exists within your organizational culture and among individuals, we create tailored solutions that drive meaningful, lasting change.

Our approach ensures your initiatives are built on a solid foundation of stakeholder engagement and leadership alignment, with OCM at its core, equipping you with the tools and techniques needed to sustain that engagement over time.

COMPREHENSIVE STAKEHOLDER SUPPORT FROM THE START

When you partner with FSFP, your organization receives support from day one to manage the human side of change. During the first few weeks, we gain a deep understanding of your stakeholder landscape by focusing on key areas.

These areas include:

- Key leaders and influencers for your initiative(s)
- Stakeholders' priorities and success criteria
- Perceptions of the current status and future objectives related to the data initiative
- Understanding of data dependencies (e.g., governance, metadata, quality and master data)

Our consultants collaborate with you throughout the data program engagement to expand the view of the stakeholder landscape, build sponsorship, expand engagement, manage communications and provide training. This partnership ensures your organization acquires the knowledge and skills necessary to sustain change long after our engagement ends.

Our key areas of OCM expertise include:



VALUE MEASUREMENT

- Identify key metrics to demonstrate value
- Program performance reporting



STAKEHOLDER MANAGEMENT

- Executive sponsorship
- Communication planning and execution



ROLE-BASED TRAINING

- Competency assessment
- Curriculum design, development and delivery



SUSTAINING ADOPTION

- Ongoing engagement planning
- Proactive resistance management

EMBRACE CHANGE WITH FSFP

Change is the only constant in life. Successful organizations realize, accept and plan for this dynamic reality.

FSFP's proven OCM techniques help organizations minimize disruption in times of change, drive the adoption of new technologies and processes and communicate the delivery of meaningful value to influential stakeholders.

By ensuring AI governance is also covered in your OCM strategies, we make certain that your AI and data initiatives are seamlessly integrated and effectively utilized.

Partner with FSFP to navigate the complexities of change and unlock the full potential of your data, AI and technology investments.



Communication Plan

- Identify stakeholders
- Articulate value
- Establish a shared language

Resistance Management Plan

- Solicit feedback
- Reward engagement
- Report results

Role-Based Training Plan

- Deliver role-based training
- Create easy-to-understand documentation

ABOUT US

FSFP supports some of the most notable data-driven, enterprise-level organizations in navigating change to make information actionable. Founded as a woman-owned business in 2007, we focus on implementing sustainable solutions to transform data capabilities and drive measurable business value.

With years of data-centered experience across a variety of industries, each of our consultants knows how to shape and activate business-driven solutions across the entire data lifecycle — from point of creation or acquisition to operational and advanced analytical usage to retention or destruction. By addressing people, processes, architecture, and technology, we strengthen organizations' data management and governance, enhance AI for insights and productivity, and optimize performance to lead their industries.