



# Change Assurance

**It's not just Change Management, it's Change Assurance.**

*Most organizations fail to fully realize return on their investment from major initiatives, including technology implementations, business process changes, leadership or culture changes, and merger & acquisition integrations. The more complex and wide-spread the initiative, the more likely the project fails due to poor planning and management of the people-related risks inherent in any change effort. The failure to address these organizational risks can result in missed deadlines, lost business case benefits, limited change sustainability, and overall higher costs.*

Other outcomes include:

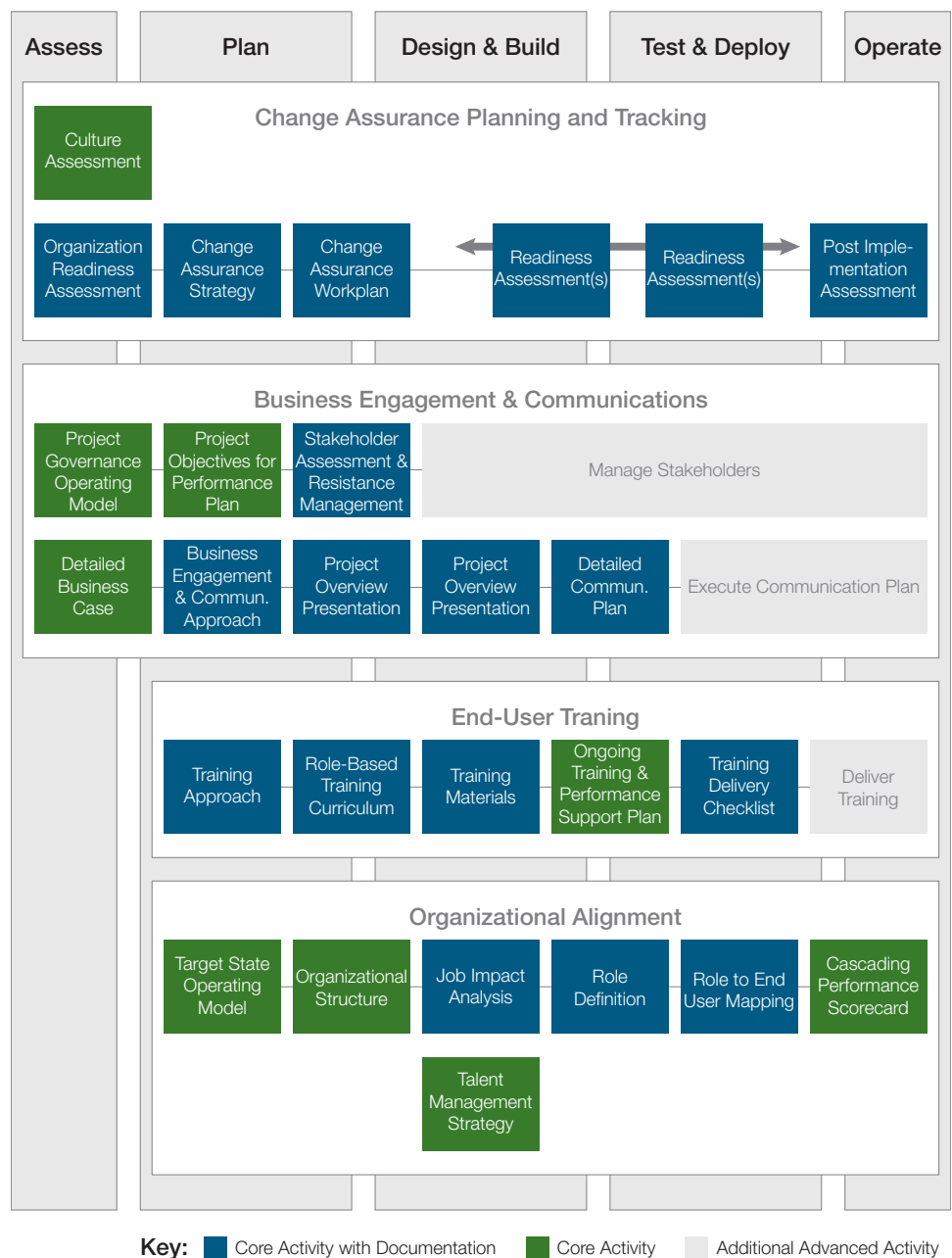
- Decreased return on initiative investment
- Increased stakeholder resistance and a lack of understanding of the initiative's value
- Misaligned stakeholder expectations
- Ineffective decision making, leading to operating model and/or solution design re-work
- Unclear definition of project success factors
- Confusion about roles and responsibilities in the go-forward organizational operating model
- Decreased productivity during and after the initiative due to a lack of appropriately skilled resources
- Unprepared support organization to sustain change

MarketSphere's proven approach identifies, quantifies, and addresses the people-related risks and misalignments between business strategy and organizational strategy, helping organizations realize return on their investments. Furthermore, it's not just Change Management, it's Change Assurance management. Through MarketSphere's comprehensive Change Assurance approach, we deliver more than just communications and training. Our methodology-driven approach assesses, plans, and delivers measurable and sustainable change, ensuring increased speed to adoption, greater productivity, and higher morale during complex enterprise transformations. Our goal is to minimize the negative impacts of change, accelerate time to productivity, and sustain ongoing performance.

## ● Our Approach

The Change Assurance approach identifies, quantifies and addresses the people-related risks and misalignments between business strategy and organizational strategy, helping our clients realize return on investment and achieve the following benefits:

- Deliver tangible business results
- Produce more positive, sustainable outcomes
- Increase stakeholder satisfaction
- Decrease re-work and project “surprises”
- Achieve desired workforce productivity levels achieved
- Reduce cost of time to proficiency
- Increase speed of transition to operations



**“MarketSphere provided critical change management and communication expertise... rapidly identified two key project risks, communicated these to project sponsors, and provided sound tactical solutions which were executed. As the project required directional changes, MarketSphere demonstrated the flexibility and expertise to provide thorough advisory solutions, prioritizing needs and working with the team to identify well-thought alternative options.”**

— Vice President, H&R Block

## ● Our Services

We scale the level of Change Assurance services based on the size and complexity of organizational change. From a two day self-service offering to a full service change assurance integrated program, MarketSphere helps our clients effectively and efficiently accomplish desired outcomes.

Furthermore, we offer four unique services based on best practices and needs identified through previous client engagements:

### Change Assurance Planning and Tracking

A comprehensive change strategy is defined based on the assessment of change impacts, risks, and resistance within the organization. Progress and change acceptance are tracked throughout the project.

#### Value:

- Proactively identifies risks and potential areas of resistance
- Highlights key dependencies for project leadership
- Offers continuous monitoring of the organization’s state of readiness

#### Deliverables:

- Organizational Readiness Assessment
- Change Assurance Strategy
- Change Assurance Workplan
- Readiness Assessment(s)
- Post Implementation Assessment
- Culture Assessment

### Business Engagement and Communications

Equip leaders to sponsor changes and drive a sense of ownership among employees. Targeted communications are utilized to set expectations, manage resistance, and ensure common understanding among all impacted stakeholders. Feedback mechanisms are in place and used to track and improve communication effectiveness.

#### Value:

- The project is clearly defined to address business needs, provide tangible improvements, and position the organization for higher performance
- Stakeholder change acceptance is tracked throughout the project, and key influencers are engaged in the change network
- Communications are planned, accurate, timely, and delivered through the appropriate channels

#### Deliverables:

- Stakeholder Assessment & Resistance Management
- Business Engagement & Communication Approach
- Project Overview Presentation
- Detailed Communications Plan
- Project Governance Operating Model
- Project Objectives for Performance Plans
- Detailed Business Case



*“We officially completed our acquisition and successfully merged Aquila into our operations ... and MarketSphere played a critical role. Your team provided strong leadership, critical thinking and effective solutions to our unique business requirements. Of particular note was the team’s collaborative manner of working through complex issues—bringing our people together as a team with the common goal of making the merger successful.”*

— Vice President,  
Kansas City Power & Light

## ● Our Services, continued

### End-User Training

Comprehensive training and development programs are created to build skills and knowledge based on impacts to current jobs and roles. Training addresses changes to process, activities, and software/technology.

#### Value:

- Ensures that all required training delivery elements are accounted for and in place prior to training delivery
- The organization is set up to provide ongoing training and performance support
- Training events reinforce business case, job/role impacts, and new performance measures

#### Deliverables:

- Training Approach
- Role-Base Training Curriculum
- Training Materials
- Training Deliver Checklist
- Ongoing Training & Performance Support Plan

### Organizational Alignment

Impacts to jobs are analyzed, and future state operating model and roles are clearly defined. Roles are mapped to end users and necessary skills/competencies are evaluated.

#### Value:

- Organizational structure, roles, and responsibilities are appropriately aligned to support the change
- Gaps in skills/competencies are identified and addressed through training and talent management
- Organizational performance metrics are cascaded to team and individual metrics, ensuring that everyone is working toward a common set of objectives

#### Deliverables:

- Job Impact Analysis
- Role Definition
- Role to End User Mapping
- Target State Operating Model
- Organizational Structure
- Talent Management Strategy
- Cascading Performance Scorecard

## ● Ask about our Change Assurance Readiness Assessment!

- Create a snap shot of the organization’s current state of readiness and recommend actions to improve organizational readiness
- Define enablers and barriers for a successful transformation
- Identify risks that need to be mitigated throughout the project



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