

# Big changes aren't always easy to accept.

## Organizational Change Management Planning Workshop



Organizational change management (OCM) is a framework for managing the effect of new business processes, changes in organizational structure or cultural changes within an enterprise. Simply put, OCM addresses the people side of change management. CDW's Advisory Services team comprises OCM experts who are trained and experienced at delivering the kind of strategic guidance your organization needs to successfully move into the future.

CDW's Organizational Change Management Planning Workshop can help you achieve:

-  **Operational Efficiencies**
-  **Increased Performance**
-  **Agility**

### Finding the Right Solution

This three-hour workshop teaches participants the OCM framework for managing the effect of change on an organization, including new business processes, changes in organizational structure, overcoming cultural hurdles within an organization and more. We accomplish this through an approach that is based on the five-step Prosci's framework in order to help you deal with the human aspect of change management: Awareness, Desire, Knowledge, Action, Reinforcement.

#### Benefits You Will Receive:

- With an understanding of your organizational history, we'll help you develop a communication and marketing plan that also covers training.
- We'll teach you resistance management planning that will help avoid adoption issues.
- We'll develop a coaching plan and help you identify target opportunities.

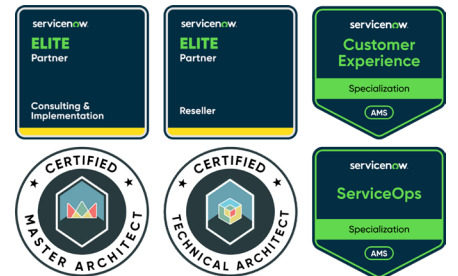
## CDW + SERVICENOW



As a ServiceNow Elite Partner, CDW is helping accelerate outcomes and improving ROI across the entire ServiceNow platform. Our focus is on optimizing the value of your ServiceNow investment and driving innovation and transformation across the enterprise.

#### Important Stats

- 4.6+ (out of 5) CSAT Score 5-year avg. Visit [servicenow.com/partners](https://servicenow.com/partners) and search "CDW" for details
- 960+ Product Certifications
- 2,500+ ServiceNow Engagements
- ServiceNow Partner since 2013



CDW's full lifecycle of Services can support your organization no matter where you are on your journey



## Deliverables Checklist

Trained instructors facilitate this workshop, teach participants the OCM framework and deliver the following:

Deliverables	Organizational Change Management Planning Workshop
OCM Primer/ADKAR Methodology	✓
Stakeholder analysis of those impacted by the change	✓
Communication and Marketing Plan	✓
Training Plan	✓

## Why Organizational Change Management with CDW?

In any organization, the changes that have the greatest impact on results tend to rely on people changing the way they do things. As a result, these are the very kinds of changes that can cause a great amount of disruption if not handled properly or adopted fully. Effective organizational change management, as it contributes to the likelihood that people will understand and embrace change, is critical to the ongoing success of projects and the business as a whole. CDW can help you employ best processes so that you see faster adoption, higher utilization and an increased level of proficiency when and where it matters most.

## Proofpoints

# #1

ServiceNow's  
Global Elite Segment and  
Americas Elite Segment  
Partner of the Year 2021

# 960+

Product Certifications

# 2,500+

ServiceNow Engagements

# 4.6+

5-year average CSAT Score  
(out of 5)

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To learn more about CDW's Organizational Change Management Planning Workshop, call your account manager or 866.782.4239.

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