Change Management

kognitiv

At Kognitiv, we understand that successful projects go beyond simply deploying technology. The real challenge lies in ensuring that the people within the organization embrace the changes and can fully leverage the new systems. We focus on driving the speed of adoption, optimizing system utilization, and ensuring that our clients achieve the full potential of their investment.

Our approach is rooted in comprehensive change management. This isn't just about managing technology—it's about managing people. A successful project takes into account the human side of change, alongside the technical side.

Kognitiv Change Management Consultants are guided by the **USER™** model, which addresses the core aspects of change management and emphasizes the focus on the end user.

U S E R

Understanding

Kognitiv uses Impact Analysis to identify who is affected by change and prioritize communications and training accordingly. Communication plans are tailored to deliver the right message, at the right time, through the most effective channels.

Skills

We identify training needs through a thorough analysis and deliver customized learning solutions like video tutorials, on-screen guidance, and train-the-trainer programs. This ensures the right people are equipped with the right knowledge exactly when they need it.
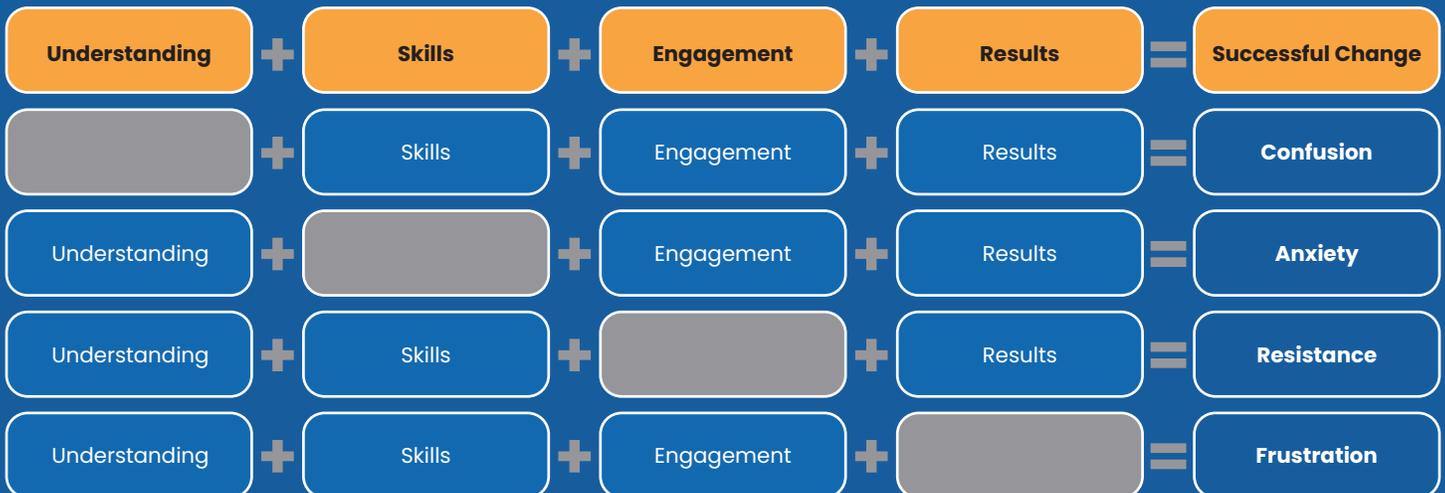
Engagement

Executive and stakeholder engagement is critical to sustaining change, and Kognitiv provides strategies to involve them meaningfully. We also track readiness and gather feedback to fine-tune the change approach as it progresses.

Results

Success is measured through key pre-launch metrics, with post-launch tracking of adoption and utilization. Celebrating milestones helps reinforce the change and supports lasting transformation.

The ultimate goal is successful change, but achieving this requires addressing all components of the **USER™** model.

Understanding +	Skills +	Engagement +	Results =	Successful Change
+	Skills +	Engagement +	Results =	Confusion
Understanding +	+	Engagement +	Results =	Anxiety
Understanding +	Skills +	+	Results =	Resistance
Understanding +	Skills +	Engagement +	=	Frustration

Adapted from
Knoster, T., Villa, R. & Thousand, J. (2000) A framework for thinking about systems change
Hiatt, J. & Creasey, T. Tim Creasey. (2003) Change Management: The People Side of Change
Hiatt, J. (2006) ADKAR: A Model for Change in Business, Government and Our Community

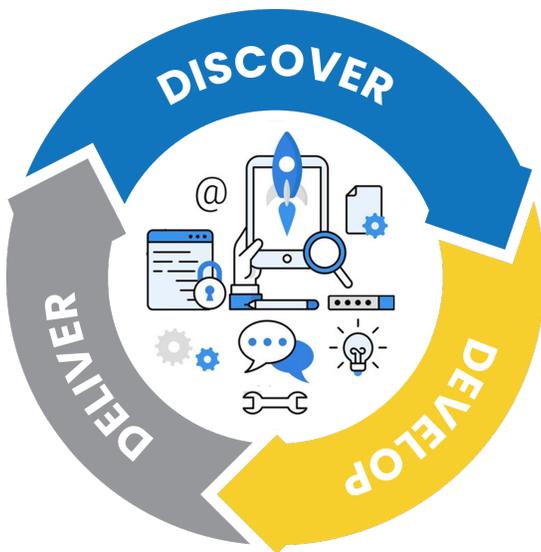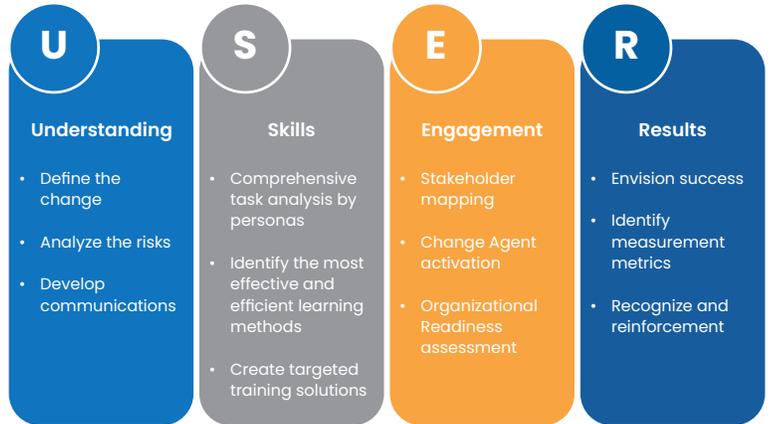info@kognitivinc.com | 617.433.9500

How We Help You Achieve Successful Change

Whether you need a high-level roadmap or a more hands-on approach, Kognitiv has a solution for you. We recognize that every project is unique, which is why we offer a variety of flexible and scalable solutions to support your change management needs, ensuring that your team is supported at every stage of the project.

Kognitiv Change Management Consulting

When the stakes are high, a one-size-fits-all approach isn't enough. Large-scale changes require a robust, tailored strategy to ensure success. Our comprehensive Change Management Consulting service provides a custom Change Management Plan aligned to the USERTM model for optimal success we're there alongside you every step of the way, from planning to stabilization.

U - Understanding
- Define the change
- Analyze the risks
- Develop communications

S - Skills
- Comprehensive task analysis by personas
- Identify the most effective and efficient learning methods
- Create targeted training solutions

E - Engagement
- Stakeholder mapping
- Change Agent activation
- Organizational Readiness assessment

R - Results
- Envision success
- Identify measurement metrics
- Recognize and reinforcement

Kognitiv Training Solutions

Custom training solutions are offered as part of our broader organizational change management services. They can also be tailored separately to address your unique needs and gaps.

Cross-training, enhancing administrator knowledge and skills to support a new module, and upskilling teams during turnover situations can be addressed through a tailored approach that may include job aids, embedded guidance, video tutorials, on-demand interactive learning, and live virtual sessions

Kognitiv Change Management Playbook

A comprehensive guide designed to facilitate smooth transitions during system changes, process shifts, or organizational adjustments. It includes:

Checklists to ensure all necessary tasks are completed.

Templates to provide structure for communications and training.

Check-in calls with Kognitiv Change Consultants to offer personalized support and keep the change process on track.

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