



ARMA International Washington, DC Chapter

Change Management Seminar

**Using Change Management to
Facilitate Enterprise RIM Implementation**

Defining the Problem

How do we move from
design to actual
implementation?

The Easy Part

- **Writing a Policy Statement**
- **Creating Procedures**
- **Developing a Retention Schedule**

What's the Hard Part?

- **Enterprise Implementation**

Why is Implementation so Hard?

- **Everyone is Competing for**
 - **Management Attention**
 - **Staff Resources**
 - **Financial Resources**
- **No Reward for Compliance**
- **No Penalty for Not Doing It**

What We Need to Do

- **Get Everyone's Attention**
- **Convince the User to Want It**
- **Create Rewards**
- **Create Penalties**

Assess Your Organization

- **What is Important to Everyone?**
- **Understand What Worked Before**
- **Know What Succeeded**
- **Know Why it Succeeded**
- **Know Who Made it Work**
- **Build on Success**

Make RIM Important

- **Make RIM Important to Everyone**
- **To Leadership**
- **To Middle Management**
- **To End Users**

Change the Way They Think

- **Create a Sense of Importance**
- **Make RIM a Front Brain Issue**
- **A Little Fear is a Good Thing**

How to Effect Change

- **Find the Hot Buttons**
- **Make it Personal**
- **Create a Sense of Urgency**

Link RIM to Critical Objectives

- **Target Difference Audiences**
- **Understand What They Focus On**
 - **Leadership**
 - **Middle Management**
 - **End-Users (more than one?)**

Leadership's Issues

- **Risk Management**
- **Cost Containment**
- **Litigation Profile**
- **Board Perception**
- **Shareholder Value**

Middle Management's Issues

- **Visibility**
- **Track Record**
- **Meeting Objectives**
- **Leadership Perception**

End Users' Issues

- **Make my day easier**
- **Make my boss happy**
- **Keep my job**
- **Get a raise?**

Leadership – Drill Down

- **Risk Management**
- **Perception**
- **RIM Compliance**
- **Litigation**
- **Cost Containment**
- **Business Continuity**
- **Shareholder Value**

Middle Management – Drill Down

- **How Do I Compare?**
- **Am I Sharing Values?**
- **Am I Seen as Performing?**
- **Am I Seen as Part of the Team?**

End Users – Drill Down

- **What Does My Boss Look for?**
- **Make it Easier**
- **Don't Add Overhead**
- **How Does it Impact my Review?**
- **Can it Get Me a Raise?**

Delivering to Leadership

- **High Profile Context**
- **Respected Courier**
- **Brief**
- **Keep It High Level**
- **PPT**
- **Supporting Collateral**
- **Follow Up**
 - Thanks and here's more if you need it!

Delivering to Middle Management

- **Small Group Briefings**
- **Stress the Leadership Message**
- **Content “Just for You!”**
- **Post to the RIM site**
- **Follow up**
 - Thanks
 - Summary docs and here’s more!

Delivering to End Users

- **Hosted Computer Based Training**
- **Lots of Tools**
- **Load Content to the RIM site**
- **Test and Follow-up**
- **Audit**

Keeping RIM Visible

- **Audit**
 - **Internal Audit**
 - **IT**
 - **RIM**
 - **Third Party**
- **Keep it Personal**
- **Offer Help**
- **Stay in Touch**

Change the Way They Think

Questions?

Presented by

- **George Cunningham**
- **PelliGroup**
- www.pelligroup.com
- **804-843-2882**
- gccunningham@pelligroup.com

– A Promise of Value –