



Managing Change in Digital Transformation Initiatives

Description

This lesson explores the critical need to manage change during a process improvement or digital transformation initiative. For successful change management, you need to enlist the support of decision-makers and co-workers, because navigating the culture and people aspects of change management is vital. In this lesson, we examine the roles people play in a successful change initiative and consider the natural and emotional reactions that people have during times of change. We also examine the cultural characteristics of your organisation and how they influence your efforts.

Target Learner

All change agents benefit from examining the implications of managing change. The perspective is valuable regardless of whether your project is relatively straight forward in scope or one that is highly complex or highly technical. Either way, this lesson will prepare you with the information and perspective you need to ensure that your strategy is on point and addresses not just the technological aspects of digital transformation, but the essential aspects of managing the change itself.

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