The enormous costs associated with implementing change make failure an unthinkable result. However, at the end of the day, too many organizations report their change effort was less than successful. Hence, it is imperative to manage change effectively.

Hitachi’s Organizational Change Management (OCM) solution utilizes a tactical methodology and tool set to help you avoid common pitfalls associated with change:

- The ROI and/or stated benefits were never realized
- The new processes or system were only adopted by a small portion of the organization
- When the project went live, critical business systems halted, causing loss of revenue, increased costs, dissatisfied customers, and frustrated employees
- The project has been attempted more than once; ran over budget and was late; or was never completed

The root cause of many of the above pitfalls is organizational resistance. A Change Management Best Practices study* indicates the top five obstacles to successful projects are:

1. Employee resistance at all levels
2. Middle-management resistance
3. Poor executive sponsorship
4. Limited time, budget and resources
5. Corporate inertia and politics

These obstacles are outcomes of denial, anger, and pessimism that are natural human responses to any kind of change. These human emotions can stall the transformation process and cause a dip in the business performance, pushing the organization into ‘valley of despair’. Effectively and proactively managing the human emotions associated with organizational change is the key to success of any project.

**An Effective Organizational Change Strategy...**

* Research conducted by Prosci—a leader in organizational change management research.
Hitachi’s OCM solution identifies and minimizes the “people issues” and risks associated with the implementation of system, process, and organizational transformation. A comprehensive and structured approach to implementing change is critical to project success.

The implementation of an effective OCM program minimizes the disruptive impact of the change, the dip in production that occurs with any change initiative, and accelerates and maximizes the level of acceptance and resulting performance after the change. Organizational Change Management is critical to maximizing project success.

**Hitachi Organizational Change Management (OCM) Framework**

1. **Leadership**
   - Strategically engage organization leadership through the change journey
   - Address leadership level roadblocks and carve out role models across levels

2. **Communication**
   - Develop a communication strategy
   - Articulate need and urgency in a compelling manner
   - Emphasize WIFM (What’s In It For Me)

3. **Organization**
   - Align OCM approach to business strategy and vision
   - Design enabling organization structure and process incl. consequences mgmt.

4. **Capability**
   - Develop a capability building strategy for all stakeholders
   - Equip stakeholders with right set of systems and tools
SOLUTION BRIEF
Hitachi Organizational Change Management Services

Leadership
The Leadership discipline coaches organization leadership to actively lead the transition, arming leaders with the necessary resources to guide their teams through individual and organizational transitions.

Communication
The Communication discipline delivers the right message to the right person at the right time. It aligns the project strategy with that of the overall organization and provides a compelling message to guide the organization through the change.

Organization
The Organization discipline analyzes the current organizational environment, develops the appropriate Change Management approach, and builds the infrastructure for sustainable change.

Capability
The Capability discipline educates the organization on new processes and technologies throughout the project lifecycle. It develops the knowledge, skills, and behavior necessary to enable individuals to successfully perform in the future state.

If any of the below aspects resonate with you, then it is time to understand the change readiness of your organization:

- We have gone through few transformation attempts, however, impact realized has not always been in line with expectations
- We are more focused on the problem at hand, e.g. automating the current environment rather than focusing on holistic solution that includes process and organizational considerations
- We observe a gap in understanding ‘need to change’ across levels
- While we see the new practices being followed (when in scrutiny), we see a strong urge of returning to the way we have always done things
- We face challenges in inculcating necessary behaviors across organization to make the change ‘stick’

Contact Us
Start your organizational change management journey.

- Leadership
- Communication
- Organisation
- Capability

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Hitachi Vantara solves digital challenges by guiding you from what’s now to what’s next. Our unmatched industrial and digital capabilities benefit both business and society.