

Change Management for Innovation

TRAINING

Optimize Adoption, Address Resistance
and Drive Innovation



Facilitated by
SAMANTHA YUEH

Online → Wednesday, March 6 & 13, 2024



Overview

In today's dynamic technological landscape, merely initiating a digital transformation isn't enough. A staggering 70% of these initiatives don't achieve their objectives, with misalignment across departments, poor communication, and resistance from employees forming significant roadblocks. Leading digital transformations, especially in the public sector, requires not just technical prowess but also a deep understanding of change management, a skill often underestimated. Drawing from real-world experiences, including noteworthy projects like the 2018 China International Import Expo, this course has been meticulously crafted to equip IT leaders with the strategic planning, communication skills, and practical tools necessary to navigate the challenging waters of digital transformation successfully.

Why Attend

- **Experience-Driven Insights:** This isn't just another theoretical course. Benefit from a curriculum shaped by real-life challenges, successes, and learnings from a seasoned Digital Transformation Consultant.
- **Broaden Your Toolkit:** Gain insights into change management frameworks, methodologies, and strategies that have been applied in diverse sectors including healthcare, gaming, and retail.
- **Hands-on Agile Training:** Directly benefit from Agile and Scrum training insights, preparing you to adopt and implement these methodologies efficiently.
- **Navigate Resistance:** Equip yourself with tools and strategies to identify, understand, and address resistance to change, ensuring smoother transitions.
- **Leverage Emerging Tech:** Stay ahead of the curve with a better understanding of emerging technologies such as VR/AR/MR, and how they can be integrated into your digital transformation strategies.

Learning Outcomes

- **Comprehend the Core Principles of Change Management:** Delve deep into the foundational aspects of change management, enriched by real-world examples.
- **Understand the Role of Innovation in Transformation:** Draw connections between change management and technological innovation, leveraging insights from projects spanning healthcare, retail, and gaming.
- **Master Goal Communication & Stakeholder Engagement:** Utilize expert techniques to set, communicate, and align transformation goals across diverse team and departments.
- **Tackle Resistance Proactively:** Equip yourself with strategies and actionable insights to predict, address, and mitigate resistance.
- **Optimize Adoption Through User Experience:** Leverage principles of UX design, understanding its crucial role in enhancing adoption rates.
- **Harness Agile & Scrum Methodologies:** Gain hands-on insights into agile practices, drawing from real-world Agile and Scrum implementations.
- **Plan for Ongoing Evolution:** Set the stage for continuous improvement, understanding the nuances beyond mere implementation to ensure sustained success.

Who Should Attend

Directors, Assistant Director, Manager, Project Manager, and Leads of:

- IT, ICT and Technology
- Change Management and Transformation
- Business Transformation
- Innovation and Digital Transformation

Meet Your Facilitator



SAMANTHA YUEH

Samantha is a seasoned Digital Transformation Consultant with a distinguished track record across Canada, Taiwan, and the United States. She possesses profound expertise in Agile methodologies and UX design, having facilitated transformative processes for a broad spectrum of industries, from healthcare to gaming. Samantha holds a Master's in Digital Media from a renowned Canadian institution. Not only is she certified in Scrum and Design Sprint methodologies, but she is also recognized as an industry thought leader. Samantha's skill set is enhanced by her exceptional capability in stakeholder management, a crucial element in her roles as a trainer and facilitator. Her consultancy approach melds cutting-edge technology with the subtleties of human-centric design. She stands out for her unparalleled ability to guide teams, oversee complex projects, and champion innovation. Samantha epitomizes professionalism, consistently setting standards in delivering top-tier user experiences that advance business goals.

Preparation

This workshop is highly interactive with group activities and discussions throughout. Come prepared with some current challenges you are facing in your organization.

To participate you'll need:

- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space



10:00am EST Welcome and Introductions

- Understanding the course flow and learning outcomes.
- Sharing personal experience in change management.

Module 1 - Principles of Change Management and Real-world Applications

10:30am EST The Dynamics of Change: Setting the Stage

- Addressing the reasons behind digital transformation failures.
- Analyzing a case study.

11:10am EST Break

11:20am EST Change Management: Marrying Innovation with Adoption

- Understanding innovation in the realm of change management.
- Introduction to VR/AR/MR as future digital transformation tools.

12:00pm EST Lunch

Module 2 - Goal Setting, Strategy, and Agile Methodologies

1:00pm EST Setting Goals and Crafting a Strategy: From a Practitioner's Perspective

- Insights into effective goal-setting in digital transformation.
- Exploring the journey of transitioning from Waterfall to Agile.

1:40pm EST Break

1:50pm EST Embracing Agile and Scrum: Enabling Swift Digital Transformation

- And overview of the Agile & Scrum methodologies in change management.
- Extracting lessons from Scrum Master Certification experiences.

2:30pm EST Activity: Simulating in Agile Environment for Digital Transformation

- Immersing attendees in an Agile project simulation.
- Assessing Agile project outcomes and improvements.

3:10pm EST End of Day 1

10:00am EST Welcome and Recap

- Revisiting Day 1 learnings and key takeaways.
- Setting the stage for Day 2's deep dive into resistance and UX.

Module 3 - Navigating Resistance, Adoption, and User Experience (UX)

10:30am EST Unlocking Resistance through Effective Communication and Stakeholder Management

- Techniques for effective communication in change management.
- Deep diving into the Fun Palace case study to understand stakeholder management.

11:10am EST Break

11:20am EST Enabling Adoption through Intuitive Design & Engaging User Experiences

- Exploring the importance of UX in digital transformation projects.
- Discussing AR/MR applications and the impact of effective design.

12:00pm EST Lunch

Module 4 - Monitoring, Continuous Improvement, and the Path Ahead

1:00pm EST Monitoring and Analyzing Progress: Making Informed Decisions

- Importance of regular tracking and feedback in projects.
- Delving into challenges faced in international projects.

1:40pm EST Break

1:50pm EST Planning for Continuous Improvement: Beyond 'Set and Forget'

- Discussing proactive mindsets and strategies in change management.
- Leveraging learnings from various industry projects for continuous improvement.

2:30pm EST Group Activity: Charting the Way Forward - Using Design Sprint Facilitation Master Techniques

- Guiding attendees through a design sprint facilitation activity.
- Collaborative brainstorming on improvements and future strategies.

3:10pm EST End of Day 2