




A New Year, a New Start:
It's time to be ambitious
with your Adoption and
Change Management
plans



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It was Benjamin Disraeli who said **“Change is inevitable – how people adapt to it is not.”** The last couple of years have brought more rapid change in business and in our personal lives than we could have ever imagined. **The importance of technology in our lives has come to the fore**, and it probably goes without saying that Adoption & Change Management (ACM) teams have certainly had their hands full to support businesses on their digital transformation journeys.

To me, ACM is all about building meaningful connections between technology and people to make a positive impact. For businesses, investing in technology is one thing, but empowering the workforce to change their ways of working, enabled by new technologies is another. Looking back at the past year, I am most proud of leading Insight's Adoption and Change Management end-to-end involvement in the high-profile national programme between the Department of Education and Microsoft, fully transitioning schools from 100% classroom teaching to 100% digital learning. This project not only showed the power of ACM in supporting digital transition, but was special to me on a personal level. As a STEM Ambassador, I have a keen interest in inspiring children and young adults to work with and in technology. IT has come such a long way in such a short period of time. It is important to encourage future generations as to the benefits technology can bring. When I think of this project, I feel proud of the fact that I have helped students continue their education through a period of profound disruption.

But it's not just schools we have helped during the pandemic. We have been on-hand to provide support to businesses navigating the minefield of challenges that the shift to remote working and forced office closures have presented, supporting our clients to ensure business can continue running effectively. With the start of the new year, we are seeing society rebuilding and technology playing a more important role than ever before, with companies looking to not simply survive, but thrive.

In 2022, ACM can support your business to be more ambitious than ever before. The improvement of end user experiences, when it comes to IT tools and services a business offers, will be a major theme in the new year. At Insight, our ACM team will be focusing on helping clients really understand different user groups (business, IT and third-party suppliers). This will support clients in understanding what the needs, challenges and expectations of the people in their organisation are and how this impacts the IT solutions they offer. These efforts will be launched in a brand-new service: “Persona Research and Development” which includes a future-fit IT services catalogue that matches user groups needs with the right IT tools.

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With over 12 years' experience in driving change programmes in the IT industry, she is passionate about sharing futures and solving problems through technology. In her column, Miranda looks at the role Adoption & Change Management (ACM) can play in supporting and improving businesses, leading future trends and transforming business operations.



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To find out whether your business is effectively controlling and spending IT costs to improve end user experience, ask yourself:

- Does your organisation fully understand how hybrid working and flexible working impacts on user experience of IT systems and tools?
- Does your company understand the different user groups (internal and external), their needs, ways of working and expectations from their IT tools?
- Does your business have the right IT tools for those different user groups to perform their roles in a way that is optimal for their needs, context and working environment?
- Does your organisation match appropriate IT costs with different user needs and with existing and future IT solutions offered?

If not, then our “Persona Research & Development” service could be a great fit for you to ensure your end users have the right IT tools to perform their role.

Another key trend in 2022 for businesses will be flexibility in the workplace, and ACM teams can be integral to ensuring a successful workplace environment. The workplace has radically changed, and businesses need to keep up with diversifying their operations, understanding and addressing the shift for more flexibility while maintaining an inclusive and accessible environment. The implementation of the right technology will be key – whether that is ensuring the right usage of a videoconferencing platform across the company or investing in Microsoft Surface laptops to benefit interconnectivity and accessibility in your workplace. Whatever changes 2022 brings with it, the role of Adoption & Change Management within your organisation will be key as you seek to ambitiously future-proof your business.

ACM at Insight