

accenture

# Organizational Change Management

Caring for People  
in an Age of  
Technology

Presenter: Will Boyd



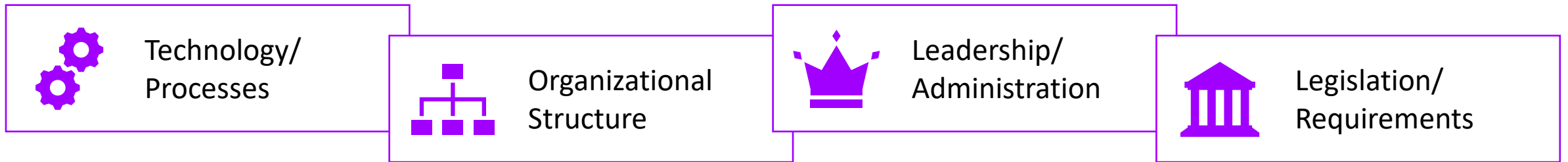
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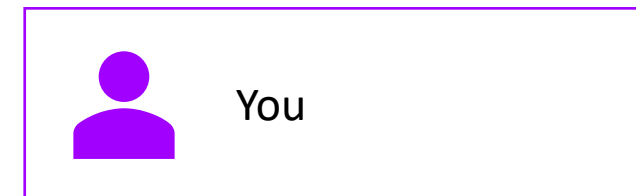
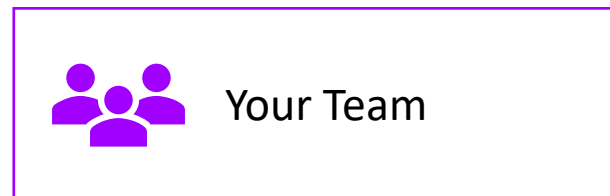
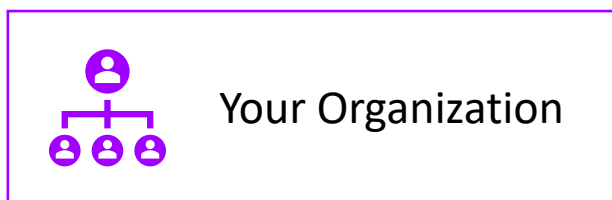
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# Questions for the Audience

- How many of you have experienced change in your organization with the past year?
- How many of you would categorize this change as new...?



- In as few words as possible, how would you describe how this change impacted...



Let there be change 

# Accenture 2024 Tech Vision: Human by Design



## A match made in AI

Reshaping our relationship with knowledge

People are asking generative AI chatbots for information – transforming the business of search today, and the futures of software and data-driven enterprises tomorrow.



## Meet my agent

Ecosystems for AI

AI is taking action, and soon whole ecosystems of AI agents could command major aspects of business. Appropriate human guidance and oversight is critical.



## The space we need

Creating value in new realities

The spatial computing technology landscape is rapidly growing, but to successfully capitalize on this new medium, enterprises will need to find its killer apps.



## Our bodies electronic

A new human interface

A suite of technologies – from eye-tracking to machine learning to BCI – are starting to understand people more deeply, and in more human-centric ways.

# Video: Bits & Atoms (2023 Vision)





# Change is . . .

faster, bigger and more complex than ever before...

## Accelerated

We live in an era of compressed transformation where complex changes occur faster, and companies must adapt quickly to keep pace.

## Continuous

Macro-external forces are creating a cycle of perpetual change, impacting entire markets and ecosystems like an ongoing domino effect. Successful enterprises must become very good at change at their core.

## Personal

People from all levels and backgrounds have been conditioned to expect personalized, inclusive, experiences driven by real-time data, and user feedback. This expectation must be embedded into how we engage.

## Purpose-Led

Employees, customers and shareholders expect and demand that organizations create value beyond shareholder return. Seize the moments of change to bring holistic, purposeful value today and build a sustainable, equitable future.

# Sample Change Impact Analysis & Personas



Ana

- **Planning Specialist**
- Analyzes and scores proposed projects against future year funding sources.
- Concerned learning curve will disrupt normal activities



Bob

- **Transportation Engineer**
- Responsible for design and estimates to align with long-term plans
- Pleased to have more reliable data for funding and estimates



Carla

- **Financial Analyst**
- Produces financial projections for planning purposes
- Minor adjustments to report formats



Diego

- **Program Manager**
- Oversees a team of planning specialists for a specific program
- Balance team learning needs with ongoing workload





# Worst Case / Best Case

## Worst Case

“We were given no notice, and nobody knows anything.”

“I’ll believe it when I see it.”

“Nobody asked me what I thought. I guess they don’t care.”

“I like our current process. I’m good at it. Now I won’t be.”



Ana

## Best Case

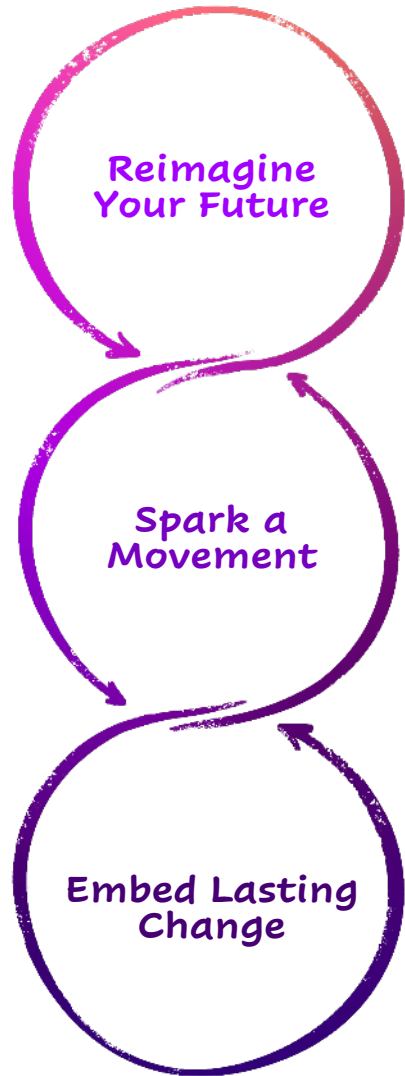
“I have a roadmap for the change with point of contact.”

“Leadership is committed to this change and I should be, too. “

“I have a seat at the table and feel a sense of ownership.”

“I have the resources I need to get good at the new process.”

# How to navigate change



## Change is an act of leadership...

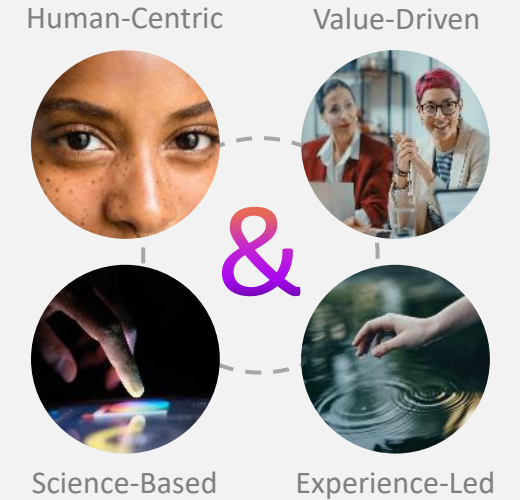
Shape a vision, define the purpose and craft the story that will inspire the organization to follow (even when it isn't easy).

## Individuals and teams drive impact...

Combine human experiences and open innovation with behavioral science, data, and insights to help people and teams move forward with energy and excitement as co-creators of the future.

## Enterprise capability at the core...

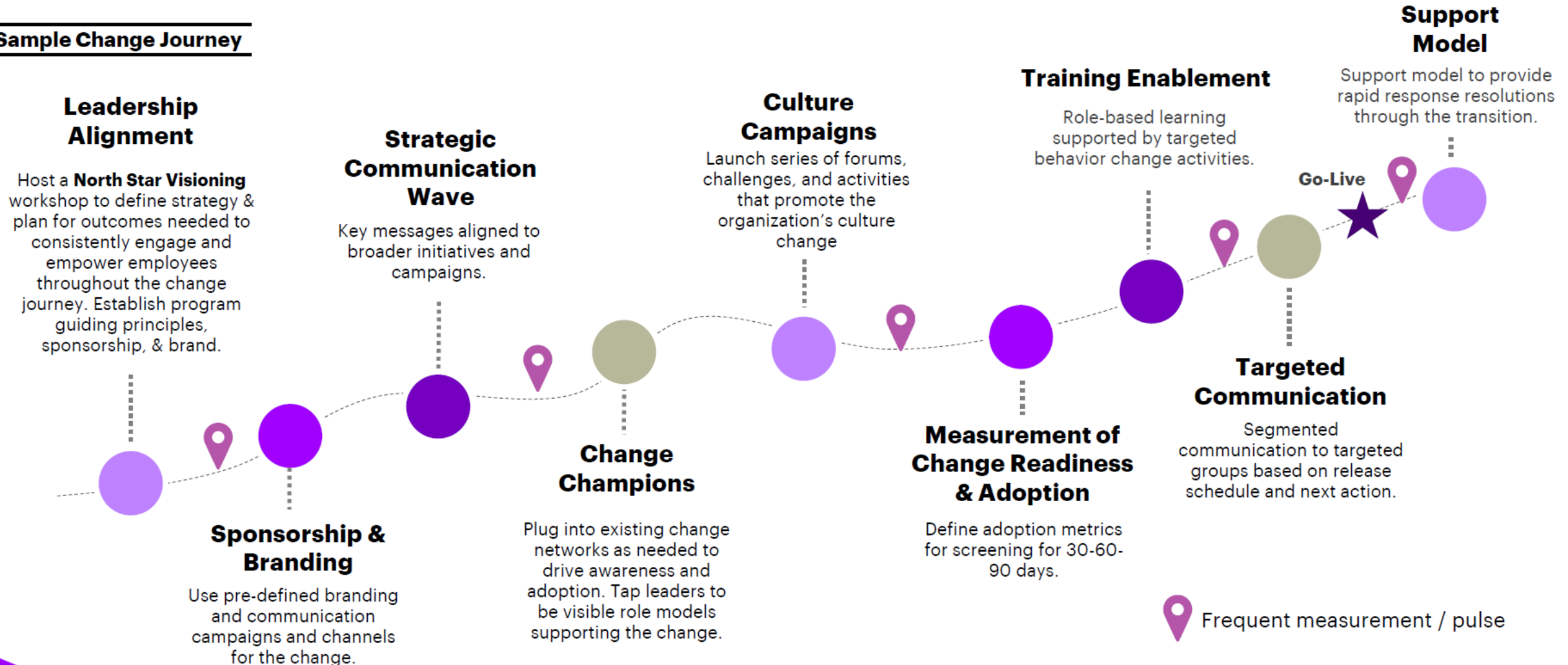
Beyond delivering the value of the program, embed mindsets, behaviors and ways of working that make change a core competency of every organization, making your team even more resilient.



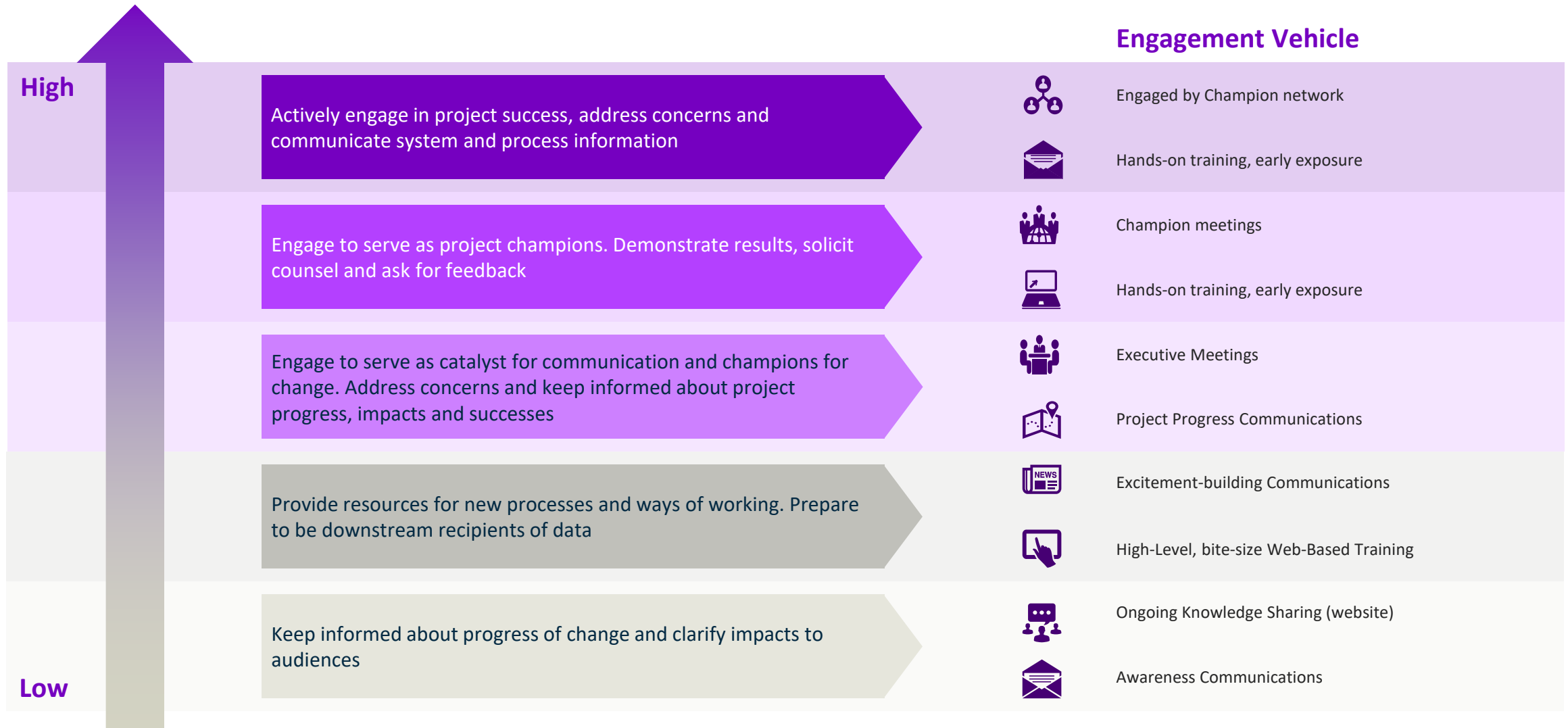
# What is Change Management

Change Management is the art of equipping our clients with the capabilities needed to perform successfully in times of transformation and change. It is an embedded approach with a set of processes, innovative tools and accelerators to help clients succeed on a any change journey.

## Sample Change Journey



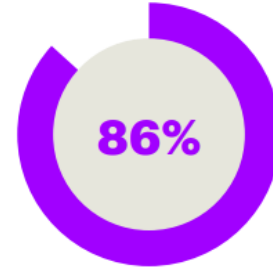
# Tailor the Approach to the Audience



# The Main Points:

- Change is **continuous**.
- Everyone **experiences change differently**.
- People need to feel **heard** even more than they need to feel **told**.

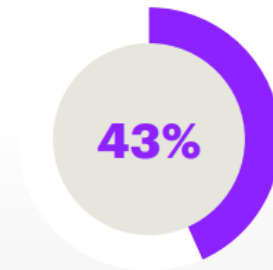
**There has never been a more opportune moment to reimagine the employee experience within public service agencies. Now is the time to harness the rise in purpose by helping employees reach their full potential.**



Of public sector workers feel their work aligns with the desire to do something meaningful and worthwhile.<sup>1</sup>



Of those who had been part of a public service agency but have left would consider re-joining out of a sense of civic duty and a desire to contribute to society.<sup>2</sup>



But many have more to give. Just 43% of public service workers in non-manager positions believe their potential is being fully realized at work.<sup>3</sup>

Full  
Report

