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Change Communication and Employee Engagement Expert, Professional Speaker and Author Available For Interviews and As Guest Commentator

Companies Fail To Optimise Technology How To Engage Employees With Technology Based Change

When you think about the millions of dollars organisations spend each year on IT programs of work, few measure whether employees actually understand and most importantly embrace the business reason behind the changes.

IT systems are not introduced for the sake of a new system itself, they are introduced because there are benefits to be realised from a business strategy. Whatever the reason there is a business reason for change and this is what employees need to understand if the full benefits of any system implementation is going to be realised.

Marcia Xenitelis is a change communication and employee engagement expert who can give your readers advice on the implementation of change in their organisation, including technology based change.

Here's an example of her employee engagement approach: A financial services organisation was introducing a new back office system. In the past employees worked in separate divisions so customers were transferred from one area to another to process their request. Before specific system training was introduced a simulated work area was established and employees were taken through the customer experience to understand the benefits to the customer by looking at the changes through the eyes of the customer. This way we created the “Aha” moment, employees got the message better than any intranet, information session or email bulletin could have conveyed it. And when employees went into system training they clearly understood the benefits and business reasons behind the changes.

The five key things to remember when communicating technology changes.

1. Be very clear about the business reasons for the changes – who will benefit and what will those benefits be?
2. Establish why those benefits are important? What will the impact be on the organisation?
3. Decide the key messages for your information strategy – what will you need to communicate, to whom and when?
4. Concurrently design an engagement strategy at key points in your project plan that will engage employees at all levels in the reason for the technology changes.
5. Remember to ensure engagement the message is not about the system itself but about the business reasons for the changes.

An internationally recognised expert in change communication and employee engagement, Marcia Xenitelis helps organisations engage employees through low cost high impact strategies that can be measured against business outcomes. To arrange an interview call Communication At Work on +61 3 9889 9685.

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