

# Debunking Common Myths Regarding Technology Change Management

Staff engagement is critical for successful technology transitions in any company, yet persistent myths often prevent use of change management practices that drive full adoption. These myths are as follows:

## MYTH

*Change management is a giant project needing a lot of resources and is too massive for me to consider for technology changes at my business.*

*There is nothing exciting about change management! I cannot raise excitement around this subject.*

*Change management ends once you implement the change.*

*Change management for technology isn't about people, or: I'll never be successful if I try to please everyone.*

## REALITY

Technology change management can be right-sized both for organizations and specific situations and still deliver valuable results – especially if the technology vendor you've selected isn't just giving you a product but partnering with you to hit your goals. Technology changes should always accompany some form of change management, regardless of complexity, scope, and prior familiarity with the technology.

There are many cost-effective things you can do to make change more inviting. Spice it up! Plan around the launch; market it. Get team leaders to show some enthusiasm. After all, how can staff get excited about an upcoming change if the leadership team is not?

Change is a continual process, not a one-time event. Things do not transition back to "normal" on the day of go-live. Releasing a change with no follow-ups, check-ins with staff, or additional training does not benefit anyone and certainly doesn't ensure user buy-in and satisfaction.

There's no better way to earn user adoption than to include your people in the change management process – and adoption is essential if you want your transition to be a success.

