

# Managing Business Change

## Change: you can't avoid it.

Introducing Content Management to your business brings change: you can't avoid it. Astral believes that Change Management forms an integral part of delivering a successful ECM solution. And we're not the only ones:

A recent AIIM study ("State of the ECM Industry 2009"<sup>1</sup>) reported that the top three issues when implementing a Document or Records Management System are:

- ★ Underestimated process and organisational issues
- ★ Uneven usage due to poor procedures and lack of enforcement
- ★ Lack of knowledge or training among internal staff

Every company is culturally and procedurally unique; Astral provides tailored services which meet the specific needs of your business. However, one concept is central to all Astral projects: a business focus. We concentrate on the cultural and organisational factors that are necessary for change and sustainable performance improvement.

<sup>1</sup> AIIM Industry Watch- State of ECM Industry 2009: <http://www.aiim.org/Research>



## Plan for it.

A Change Management strategy will define the approach and activities to help you meet your ECM objectives. The best results are experienced when this strategy is fully supported and driven by key leaders in the organisation. And to ensure sustainability of the change, it's important that both Astral and your team work together as partners facilitating change.

## Minimise the impact.

It's imperative that the ECM solution is user-friendly and will have a positive impact on its users. Astral consultants will review the design of the ECM solution and analyse the impacts on current business process and your staff.

## Empower your staff.

Don't just train users; empower them. To achieve maximum uptake of your ECM solution:

- ★ Analyse the training needs of all participant groups.
- ★ Design curriculum that speaks to your staff (face-to-face or online? Perhaps both.)
- ★ Use training to 'promote' the solution and motivate staff to learn something new.
- ★ Monitor success of training and adapt if necessary.

Astral knows that technical or product focussed training does not help staff understand WHY change is required. We'll ensure staff are equipped with the skills to perform their job better, whilst fully understanding the drivers for the change.

**Contact us today for advice on managing your business change.**

## Reinforce it.

Managing change spans beyond the life of the project: it's important to reinforce the positives of the change and ensure new processes are working. People feel more comfortable with change when they know their concerns and suggestions are being considered.

Astral's Business Change Management approach provides a flexible framework for planning and managing change. We will work together with your business to deliver the results you are striving for.

## About Astral

Astral Consulting was founded in 2000 by a talented group of business and technical consultants. Today, Astral has over 25 consultants and is a leader in the Enterprise Content Management (ECM) and Business Process Management (BPM) space.

Astral's consultants are highly regarded for their knowledge, advice and independence. The technical and business skill-set of the Astral team is deemed 'best of breed' by prominent business partners and clients.

Astral Consulting is the trusted strategy partner of many leading corporations, across a wide range of industries in the Asia Pacific region. Astral has offices in Melbourne and Sydney.