Organizational Change Management
Salesforce Implementation

Client	Global Software Company
Business Problem	The client had maintained a current state technology perspective for a long period of time. The organization had recently experience significant business success and was rapidly growing. Senior leadership recognized the need to make significant investments in technology. The organization was in the early stages of implementing multiple Salesforce modules that would introduce significant change events for all individuals whose jobs contain touch points to customers. Also the company was expanding the internal use of its own commercially available products, and there were a large number of major technology projects in the pipeline. The organization must be prepared to absorb and adopt this change.
Hawkins Point Partners Solution	Hawkins Point Partners leveraged our Organizational Change Management playbook and framework to create a pragmatic Organizational Change Management (OCM) business capability. We effectively and efficiently apply our knowledge base and industry best practices in a common sense manner, considering the distinct culture, capability and commitment of the client. We delivered a repeatable process that can be institutionalized as a business capability, designed to evolve over time. The effort incorporated the client's leadership supported by Hawkins Point Partners, to create the Change Program. This program was delivered via a collaborative execution approach, implemented in concert with the client, and as an integrated work stream of the overall Salesforce implementation program.
Results	- A repeatable business capability, with all methods, standards, tools, and templates, with embedded continuous improvement - A fully prepared organization, impacted team members, and customers for pending changes - Assessed and facilitated organizational readiness and capacity for change - Understood impacts of planned changes as a precursor to engaging and preparing the workforce for those changes - Ensured changes made within an organization were implemented in a manner designed to minimize dips in productivity - A process that addresses the "people" side of change

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