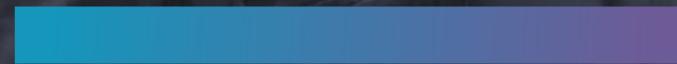**ecanvasser**

Technology change management

5 steps to success

5 steps to success

When introducing new technology to your organisation, you could have the best tech in the world and still not succeed. Change management is crucial to the success of any technology implementation.

Change can be challenging for some people, so it makes sense that you wouldn't just throw a new piece of technology into your organisation and expect everyone to embrace it wholeheartedly without any support.

The most successful technology implementations are underpinned by well-considered change management strategies, with strong leadership driving the change. These leaders understand the impact that the new technology is going to have on the organisation, taking pre-emptive efforts to effectively manage that change.

Here we explore the five key steps to successfully implementing Ecanvasser within your organisation.

1_

Identify and understand your end user

In order to build the best user experience that will facilitate adoption, you first need to understand who the end user is and what their needs are.

Create a user matrix for the relevant personas to identify the level of training and communication required for each persona to successfully transition to Ecanvasser.

As tempting as it may be to jump straight in with training your users, it is important to invest the time and energy to build awareness by communicating the upcoming technology change with your end users and outlying the reason behind the change. By overlooking or ignoring awareness, you may be faced with more resistance and ultimately slowing down progress and reducing your Return on Investment.

2_

Find your Ecanvasser champions

It's natural for change to be met with both acceptance and resistance.

Individuals within the same team and with the same system permissions, so who are experiencing the tech in the same way, can respond entirely differently.

To help the technology implementation run smoothly, we recommend that you identify a 'super user' group. These individuals can act as Ecanvasser Champions, assisting throughout the migration to drive change in their individual teams, assist with any troubleshooting.

3_

Implement and manage the change

We have found that the most successful large scale organisations approached the migration to Ecanvasser in phases, initially rolling out Ecanvasser to pilot users. This approach enabled these organisations to determine how the change was being received and work on any necessary adjustments on a smaller and far less disruptive scale.

After the successful pilot stage, Ecanvasser can be rolled out to the whole organisation, segmented by division, with the entire process taking between one and three months, depending on the number of people within your organisation.

4_

Implement and manage the change

Of course, you can't just tell people that the new technology is better, you need to show them how it's better, which starts with good quality training.

It's particularly important that the team leading the migration has the right training, so that they stay engaged throughout the project.

Develop a quality training programme to assist in preparing your users for change. This should include training videos, face-to-face workshops and user guides. Ecanvasser's knowledge base is the ideal source as training material. Again, we recommend that your Ecanvasser Champions are fully involved in the training aspect of the migration to Ecanvasser.

Training tactics may include:

- Direct involvement of coaches
- Access to Ecanvasser Champions
- Performance monitoring
- Hands-on practice during training
- Availability of expert resources to help employees

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5_

Continually train all users

One of the biggest challenges in rolling out an enterprise-wide technology solution is how to drive sustained adoption. Change must be deployed, but ongoing support is essential to guide users along the way.

We recommend that you establish a baseline for user activity, which can be measured via your Ecanvasser dashboard. Individual campaign managers can utilize Ecanvasser's Team Scoreboard to share their teams' successes.

This can also help with identifying slow adopters. Regularly sending user tip-based emails will encourage the adoption of Ecanvasser.

Encourage your Ecanvasser Champions to funnel back user sentiment, allowing the experience to be further fine-tuned, with any gaps resolved.

Successful adoption and reinforcement may be summarized as:

- Celebrations
- Rewards and recognition
- Feedback
- Corrective actions
- Visible performance measurement
- Accountability mechanisms

Ultimately, with careful planning and following a well-considered change management plan, you will successfully implement Ecanvasser throughout your organisation.

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