



# **The importance of business change when deploying technology**

**With Gini Holden and Natasha Bradley**

# Welcome

## About us

- The Inform Team
- Your presenters
- Housekeeping
- Ask us questions!

\*If you ask a question in chat participants will be able to see your name.

# the inform team



## Gini Holden

- Extensive background in implementing change strategies
- Three decades of experience launching successful business initiatives



## Natasha Bradley

- Worked in the IT industry for over 12 years
- Understands technology and how it can be used to overcome business challenges

01

ROI for new tools and technology depends on people spending the time to turn new skills into unconscious behaviour

02

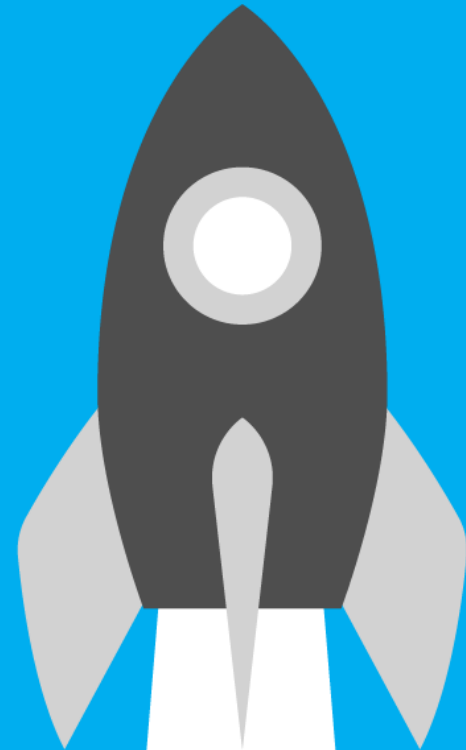
Why?

03

Delivering ROI on any IT tool and understanding how long people have to practise new skills until they become unconscious behaviours

04

How do we start? Understand where in the ROI maturity cycle your organisation is



6.5 million years

# All the gear and no idea

Expert usage equals:



**Tools**

+



**Knowledge**

+



**Practice**

# ROI depends on people doing new things

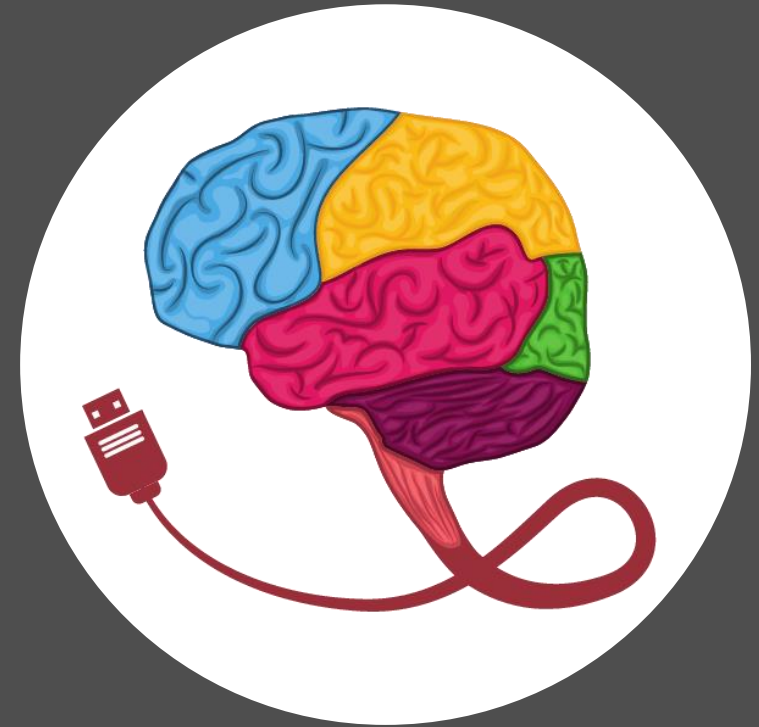
Such as:

- New technology tools
- New business processes
- People spending the time to create unconscious skills



## We trained them, why have they forgotten?

- It's expensive for the human brain to create new, unconscious skills
- It positively tries to stop you doing it



## How long?

- Understand the time needed to create new, unconscious behaviours



- Motivate your people to spend that time





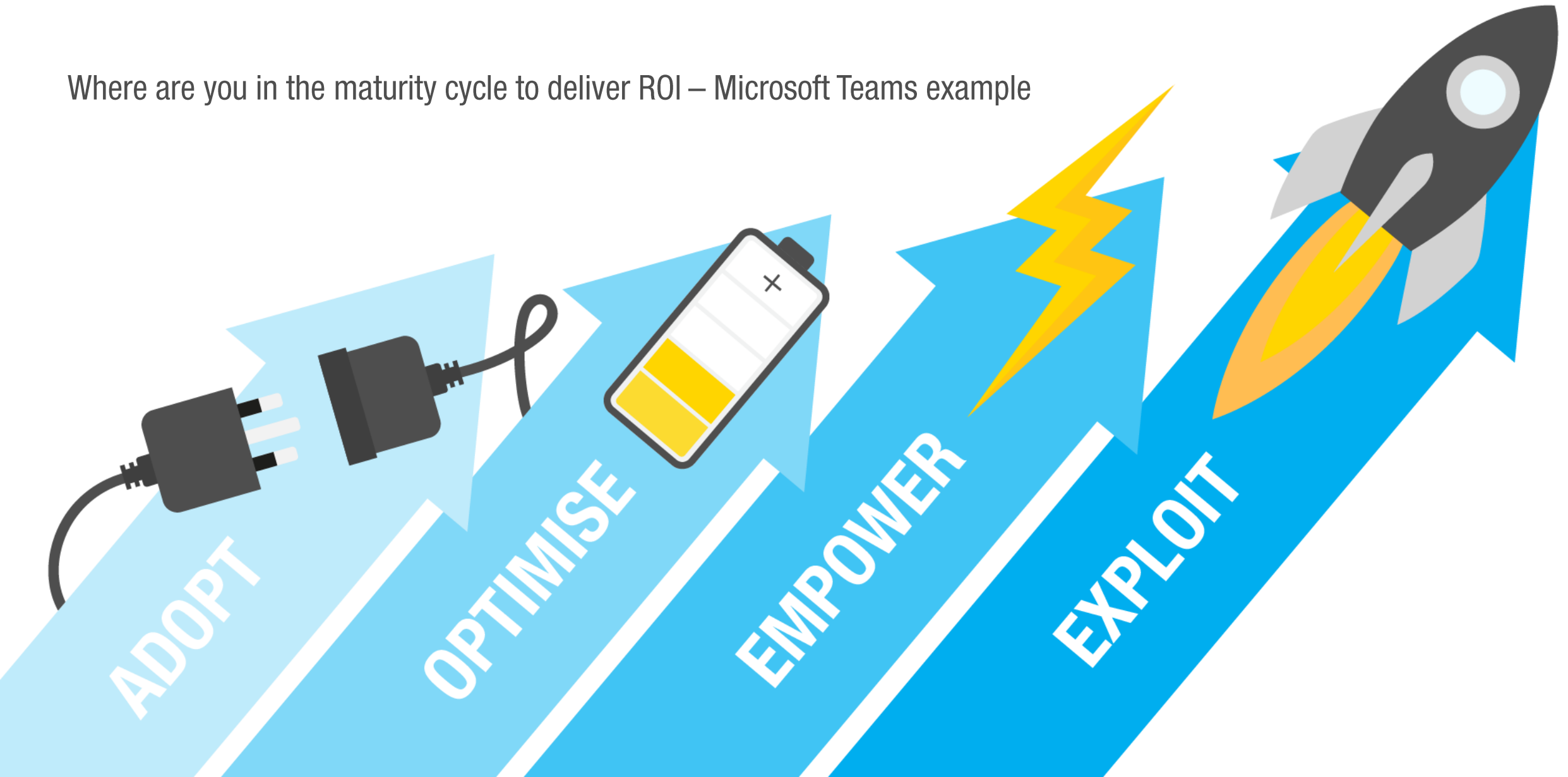
# Motivation

- Personal
- Emotional
- Trigger your own inherent group ability to change and evolve

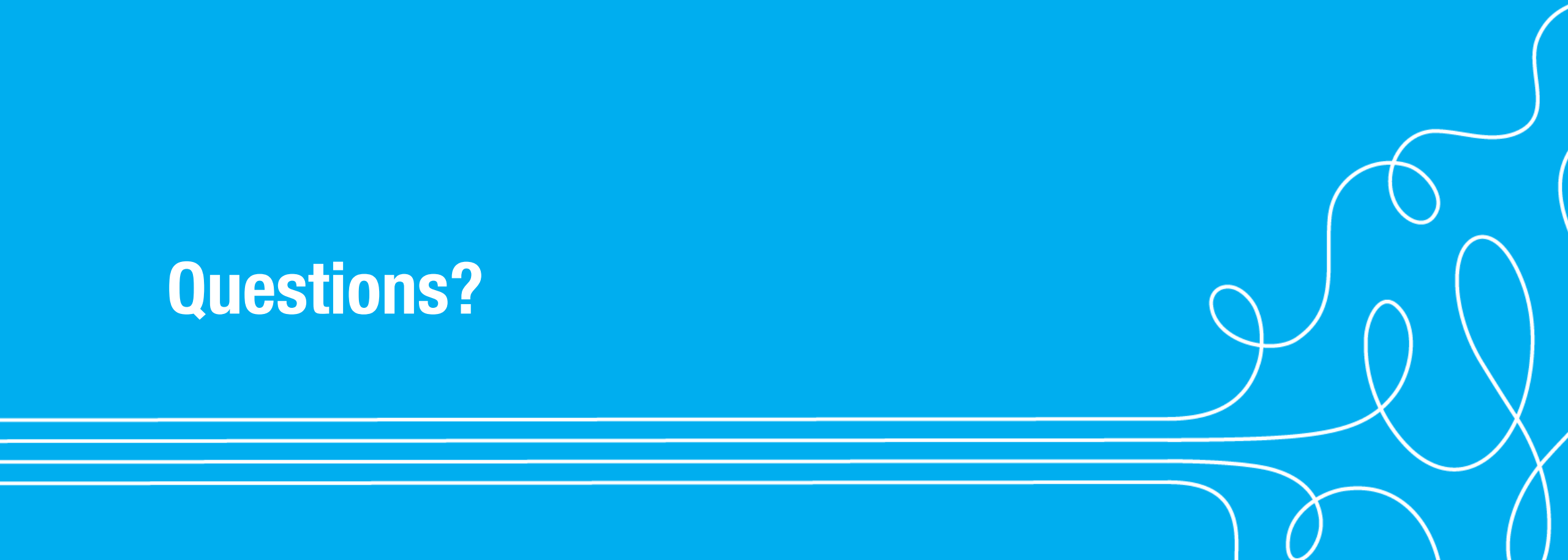


# How do we start

Where are you in the maturity cycle to deliver ROI – Microsoft Teams example



**Questions?**



## Next steps

Free of charge envisioning session with one of our change experts



To book contact  
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