

Course Outline 課程簡介

Change Management for roll out new Business Plan and Digital Initiative **為推出新業務計劃和數位化措施而進行的變化管理**

- Discuss the critical success factors when roll out the new business plan and strategic digital projects
- Identify the stakeholders who maybe impacted due to the changes
- Assessment model to review the stakeholder readiness
- ADKAR Model (Awareness, Desire, Knowledge, Awareness, Reinforcement)
- How to get prepare for the changes (people, process, system readiness)
- Build the change management team
- The Role for senior leadership during the change process
- Impact and risk assessment on external factors towards changes (regulatory requirements, benchmarking, tech trends, client expectation and ESG themes)
- ROI and key metrics to measure the success of changes
- Introduce Digital tools (Adobe Analytics, Google Analytics, Tableau) on measuring the adoption of changes
- Case sharing-1 on roll out digital projects such as HR system, CRM platform, and marketing campaign
- Case sharing-2 on roll out business plan for GBA – Great Bay Area and SE Asia markets