

Change Management |  
Putting people at the heart of your  
digital transformation strategy

# The Power of Emotion

In the digital era, change has become the new constant

Living through change is a necessity to survive and thrive as a business.

This is exacerbated when adopting a customer-centric strategy, where consumer demands must always be anticipated understood and met.

Businesses of all sizes invest in Digital Transformation and supporting technologies, **but the value is only realized when people change the way they work.**

## Change happens on three levels

### ACROSS THE ORGANIZATION



Why do we want the change?

### PROJECT



What needs to change?

### INDIVIDUAL



How will this impact me?

In response to the fast pace of the modern competitive environment, companies prepare for changes across many areas of their business.

75% CEOs

Recognize the need to change or  
have a plan to



64% CIOs

Expect their role to evolve into  
change leaders



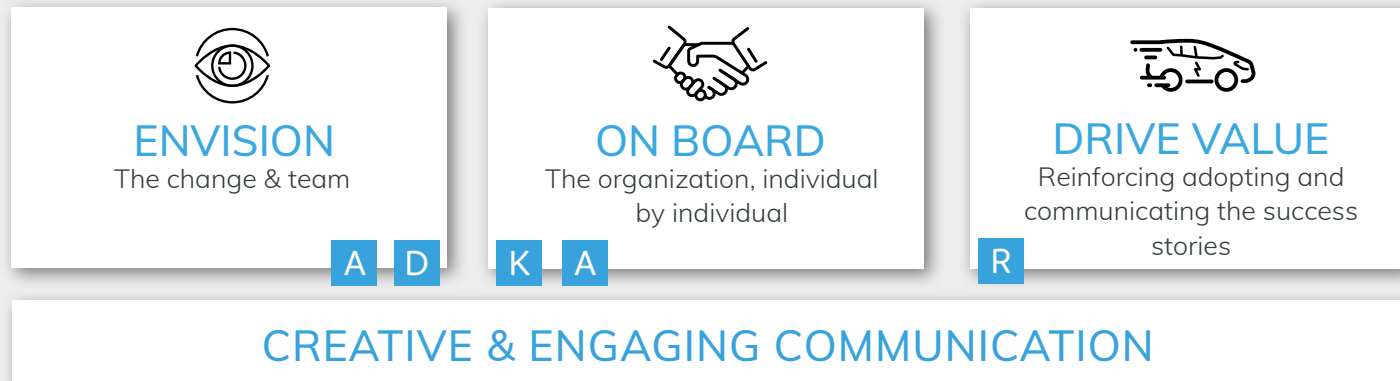
And yet 70% of change initiatives fail. Why?

Change must be affected across ALL three levels, and with Prodware's comprehensive Change Management consulting approach we can help your organization succeed.

# Attraction

For over 30 years, Prodware has been scoping, advising and implementing technology that addresses real business challenges. From this experience, we understand that people must be carried forward with the digital transformation to derive true success. We help our clients step into the future by building the business models of tomorrow; supported by market leading technology twinned with guidance and best practice in bringing about positive change.

## Prodware Change Management framework



Prodware change management framework combines Prosci ADKAR and methodology with our best practice in change related to customer centric approach to Digital Transformation.

Our teams are equally focused on the employee experience, we deliver a creative and engaging approach to onboard your employees to the change.

# Strength

## Your business journey from Strategy to Adoption with Prodware Change Management

Your employees are key to ensuring successful adoption across the business. Integrate change management as part of the project lifecycle accompanied by our change management team. Together we focus on closing the gap between technology investment and employee engagement.

### Customer Experience

Implementation of a customer centric approach is a process that puts the customer at the heart of the business activity. Start from the basics with a customer journey mapping workshop conducted by our CCXP certified professionals.

### Digital Transformation

Any customer centric strategy needs to be supported by a digital transformation program that aims to transform the business insights into tangible actions. With end-to-end innovative solutions, based on Microsoft platforms, we are able to deliver best in-class interaction channels.

Speak to Prodware about how you can affect real and successful change throughout your organization to support your digital transformation strategies.



Head Office: 45, quai de la Seine - 75019 Paris  
+33 979 999 799 | [www.prodwaregroup.com](http://www.prodwaregroup.com) | [letsinnovate@prodwaregroup.com](mailto:letsinnovate@prodwaregroup.com)

FRANCE | GERMANY | AUSTRIA | UK | BELGIUM | LUXEMBOURG | NETHERLANDS | SPAIN | ISRAEL | MOROCCO | GEORGIA | CZECH REPUBLIC | US

