

Take a **Personalized Approach** to The Human Side of Technology Change



Bridge the Gap

61% of leaders surveyed indicated they’re struggling with a skills gap, lack of worker buy-in and a workforce culture that’s resistant to change. A structured Adoption and Change Management (ACM) approach is best to get workers to embrace change and adopt a new way of working.



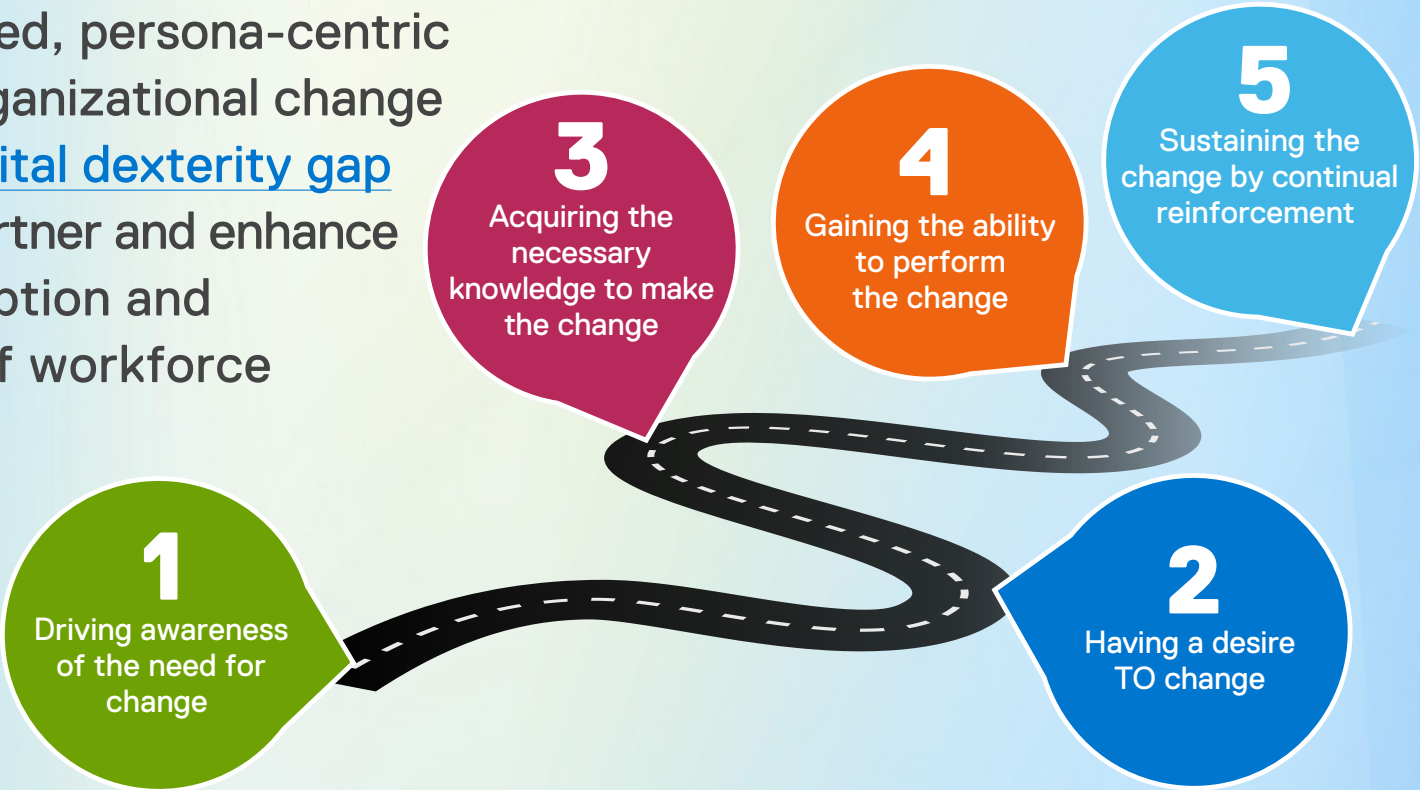
Understand Your Workforce

Personas and worker profile data are the foundation for understanding your workforce to better address the human side of change and accelerate adoption of new technology.



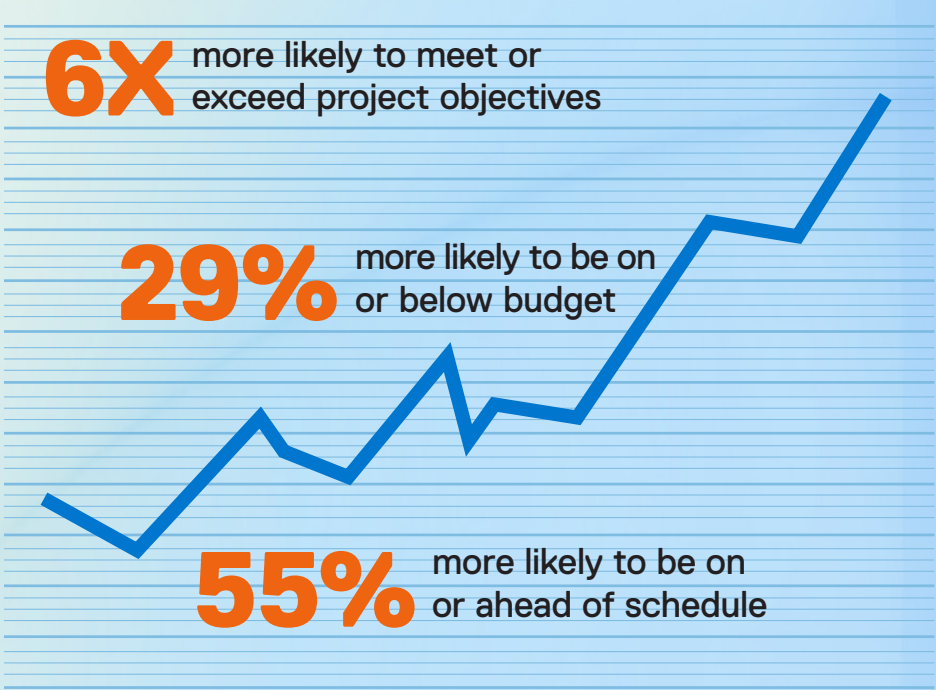
Focus on Adoption and Change Management for Long-Term Rewards

Take a disciplined, persona-centric approach to organizational change to close the [digital dexterity gap](#) identified by Gartner and enhance the speed, adoption and sustainability of workforce transformation.



Take a Proactive Approach to Drive Adoption and Manage Change

The benefits of a disciplined programmatic approach to change is clear and tangible according to Prosci 2018 Benchmarking Data:



Utilize a framework that takes a persona-centric approach to change management



Execute Your Adoption and Change Management Program

Workers want to understand what’s in it for them, why they should care and how easy it is to adopt new technology. Craft a formal ACM program that helps to move them successfully through the change journey.

AWARENESS	DESIRE	KNOWLEDGE	ABILITY	REINFORCEMENT
Communication Plan				Communication Plan
Sponsorship and Change Network Plans				Sponsorship and Change Network Plans
Coaching Plan				
		Training Plan		
	Resistance Mgmt Plan			
		Adoption Measurement Plan		
				Rewards and Recognition Plan

Partner with Dell Technologies for your workforce transformation initiatives

Learn how Dell Technologies Consulting Services can help you address the human side of change and more easily gain worker “buy-in” for new technology initiatives. Read our perspective [Take a Personalized Approach to The Human Side of Technology Change](#). Contact your Dell Technologies Sales Representative or [find a resource](#) in your area to learn how we can help you.