

How do I start organizational change management?

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If you have any questions on this topic or you would like to be a contributor to future ServiceNow best practice content, please [contact us](#).

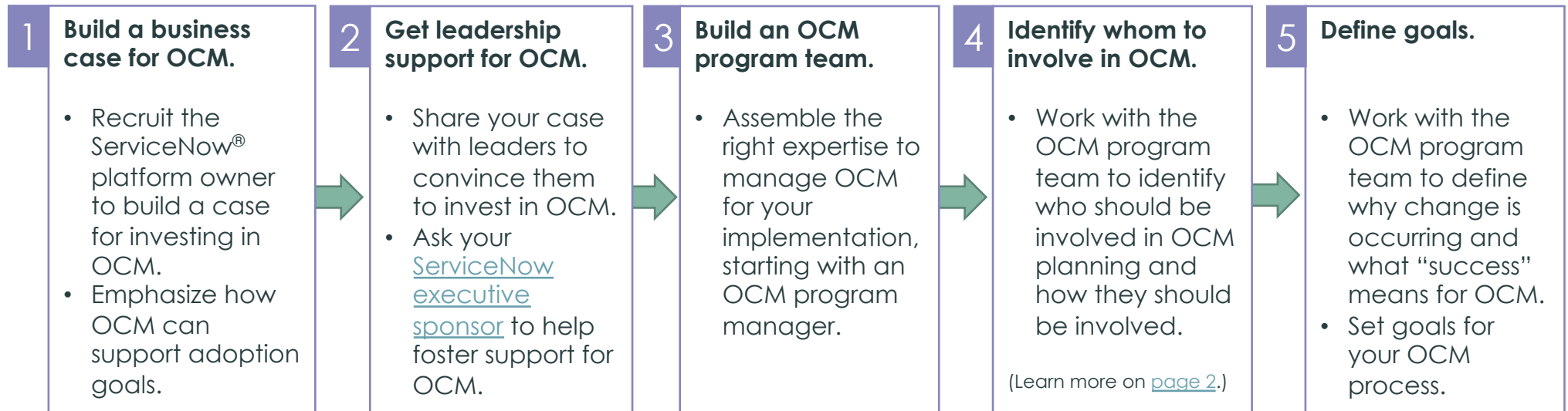
Organizational change management (OCM) is the discipline of managing enterprise changes (e.g., changes to what products and technologies are used, process changes, or changes in team structures) to minimize disruption and help people embrace and support the change.

Why is OCM important?

OCM strategies and techniques help reduce the learning curve and the resistance, and gain support for organizational change by socializing **why** the change is happening, **how** it will impact people's work, and **what** is being done to ease the transition.

If not addressed, stakeholder resistance to change can pose a risk to successful deployment and adoption of the Now Platform®. Organizations that apply OCM practices successfully reduce stakeholders' concerns and experience greater support for their [transformation vision](#).

How do I start OCM?



How do I start OCM? (Continued)

When should I start OCM?

OCM planning should **start before or at the same time as you decide to implement ServiceNow, (ideally around 3 months) before implementation begins.**

This way, you can plan your OCM efforts while you develop your [ServiceNow roadmap and implementation plan](#) so you can factor OCM-related costs into your [business case](#).

What will I need to get started with OCM?

- Leadership and executive sponsorship support for OCM
- A budget to fund OCM efforts, including funds for OCM roles and/or external partner support
- An OCM program lead to coordinate and lead the OCM plan preparation and execution
- Access to your technical implementation teams to coordinate the technical elements and the people-oriented OCM elements of your ServiceNow project

Related resources

- [Success Playbook & Checklist – Create an organizational change management plan](#)

Whom should I involve in starting and managing OCM?

This differs at every organization, but you'll generally involve at least the groups included below. Make sure you define how these groups can help before involving them. Then reach out to them and share your thoughts on their role in OCM.

Groups	How can these groups help plan and manage OCM?
ServiceNow OCM program team	<ul style="list-style-type: none">• Manage the OCM program (making and executing on OCM plans).• Orchestrate all groups involved in managing organizational change.• Involve stakeholders in the change process.
ServiceNow platform team	<ul style="list-style-type: none">• Manage the Now Platform implementation process.• Communicate implementation progress and timelines to the OCM program team.
ServiceNow executive sponsor	<ul style="list-style-type: none">• Convince leadership of the need for OCM.• Secure resourcing for OCM.• Advise the OCM program team on specific work as needed.
ServiceNow champions	<ul style="list-style-type: none">• Evangelize ServiceNow with peers and help them understand the need for transformation and its benefits.• Identify stakeholder concerns and roadblocks that could hinder adoption.
Central communications group	<ul style="list-style-type: none">• Advise the OCM program team on how to craft effective communications.• Help execute on the OCM communication plan.
ServiceNow governance boards	<ul style="list-style-type: none">• Align governance with any changes in work processes and policy.• Support the OCM program team on specific work as needed.
Senior leadership	<ul style="list-style-type: none">• Evangelize the transformation that ServiceNow can support to excite the organization about the future roadmap.