

Digital Adoption Compass™

Interactive adoption dashboard for successfully managing digital transformations

DIGITAL TRANSFORMATION SUCCEEDS OR FAILS ON ADOPTION

Research suggests that over 50% of all IT and digitalization projects fail. In 70% of those cases, the cause lies not with the technology but with people – **the human factor**. Tangible actions aimed at the human factor include management talks, communication campaigns, training and demos. The invisible side is more complex: an undercurrent of beliefs, trust and commitment. Is this change an improvement for me and my work? How motivated am I? Do I want to take part in yet another change? Am I even able to?

Our Adoption Compass makes that undercurrent visible. The approach is derived from the ADKAR® model, the international change management standard. The must – want – can dimensions come together here through self-configurable adoption surveys: by department, at persona level, by age category or your own segmentations. The results reveal adoption levels, differences between groups, and where you can intervene and adjust in a targeted way. **The effect: accelerated adoption, a realized business case and satisfied employees.**

ADOPTION = MUST × WANT × CAN

ADOPTION COMPASS = SEE WHERE ADOPTION CHAFES + WHAT TO DO

HOW IT WORKS

- We set up the right survey questions for you. As a PMO, you can send out the survey(s) yourself, or we can do it for you. And we announce the measurement.
- The first status survey runs shortly after the project kickoff. You gain insight into what stakeholders know about the project, how they feel about it and where the first resistance appears: the starting point for your next adoption activities.
- The Adoption Compass is enriched with periodic follow-up measurements that run alongside your project planning. Where needed, we add specific questions focused on must, want and able.
- Follow-up measurements show the development resulting from earlier interventions: communication, training, management talks, etc.
- The dashboard shows your position on the change curve and where targeted interventions are useful.
- External factors influencing the change also become visible in your dashboard.
- After each measurement, the Adoption Dashboard is presented to your steering committee and management, including explanation and intervention advice.
- Measurement results can be reviewed per period, shared as a PDF and displayed on a screen (PMO facility) as a barometer for your adoption journey.

Employees receive a one-time password for secure access to the anonymous online survey.

PMO staff get secure access to the online Adoption Compass, our portal with practical functions for project leadership: an interactive, informative adoption dashboard, an overview of developments by department/persona, documentation, advice, instructions and a ticketing system for questions and requests.



IS YOUR IT PROJECT NOT RUNNING SMOOTHLY? WE MEASURE WHAT'S GOING WRONG. AND WE FIX IT.

Since 2006 we have helped organizations transform successfully in a rapidly digitalizing world. We provide support services to make your IT initiatives succeed, and we implement continuous improvement processes so you can manage your own adoptions going forward. Focused on better IT experiences and successful digital transformations.

- **Adoption Management:** making sure employees genuinely use new processes and systems
- **IT Experience Management (ITXM):** measuring how employees experience IT and adjusting where it counts
- **Friction Management:** measuring where systems pinch, cost time and money, and what you gain by fixing it

