



ACCELERATING INNOVATION



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INNOVATION

Session 7-1641 Change is Hard – But it does not have to be

May 2025

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Change is Hard – But it does not have to be

Nikki Bishop

What Is Change Management?

Nikki Bishop

Why Are We Resistant To Change?

Matthew Knobloch

Struggles Of Change Management

Matthew Knobloch

Case Study – Small Change, Big Impact

Matthew Knobloch

Solutions For Effective Change Management As A Bridge To Success

Nikki Bishop

Questions

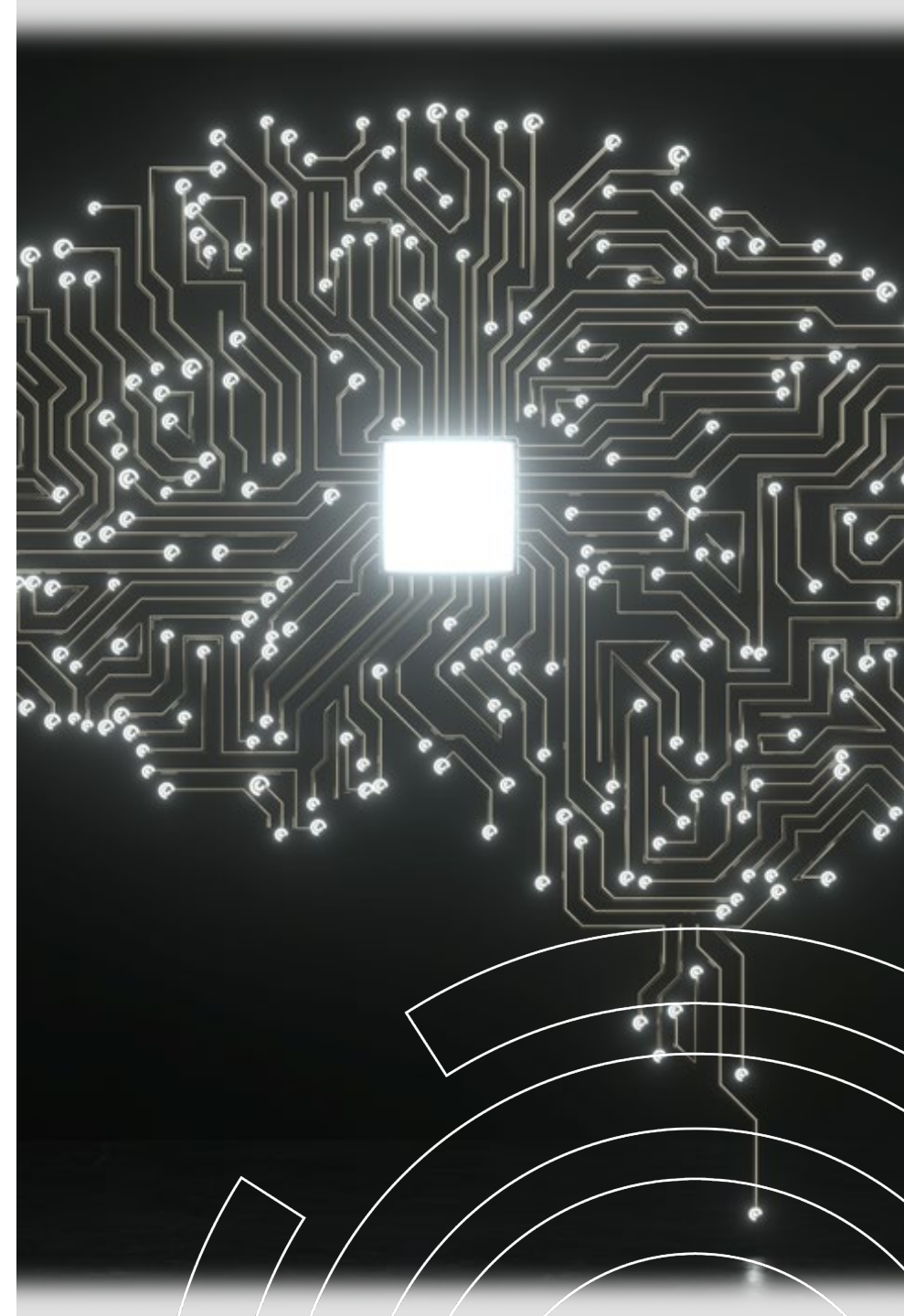
Change Management

- Structured process for planning and implementing new ways of operating within an organization.

- Could be new method of execution, new technology or tool, etc.

Change Management - Resistance

- Resistance – Reluctance of people to adapt to change.
- We are biologically wired to resist change.
 - Fear of the unknown
 - Comfort Zones
 - Habits
- “But we’ve always done it this way”
 - Someone resistant to change
- Lack of Clarity of ‘Why’
- Loss of Control
- Perceived Increased Workload



Struggles in Change Management

Four causes and how to fix them

The Rational

- Basic question – “What’s the rationale behind why we need to change?”

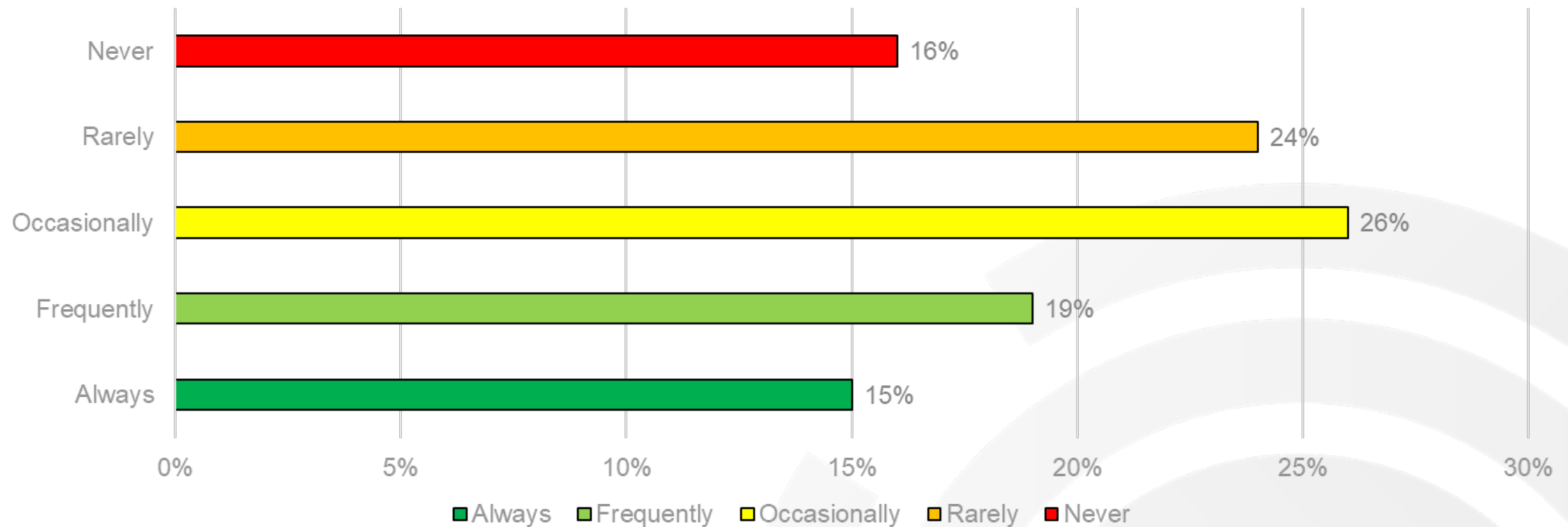


- WHY the organizational change and WHY employees need to participate



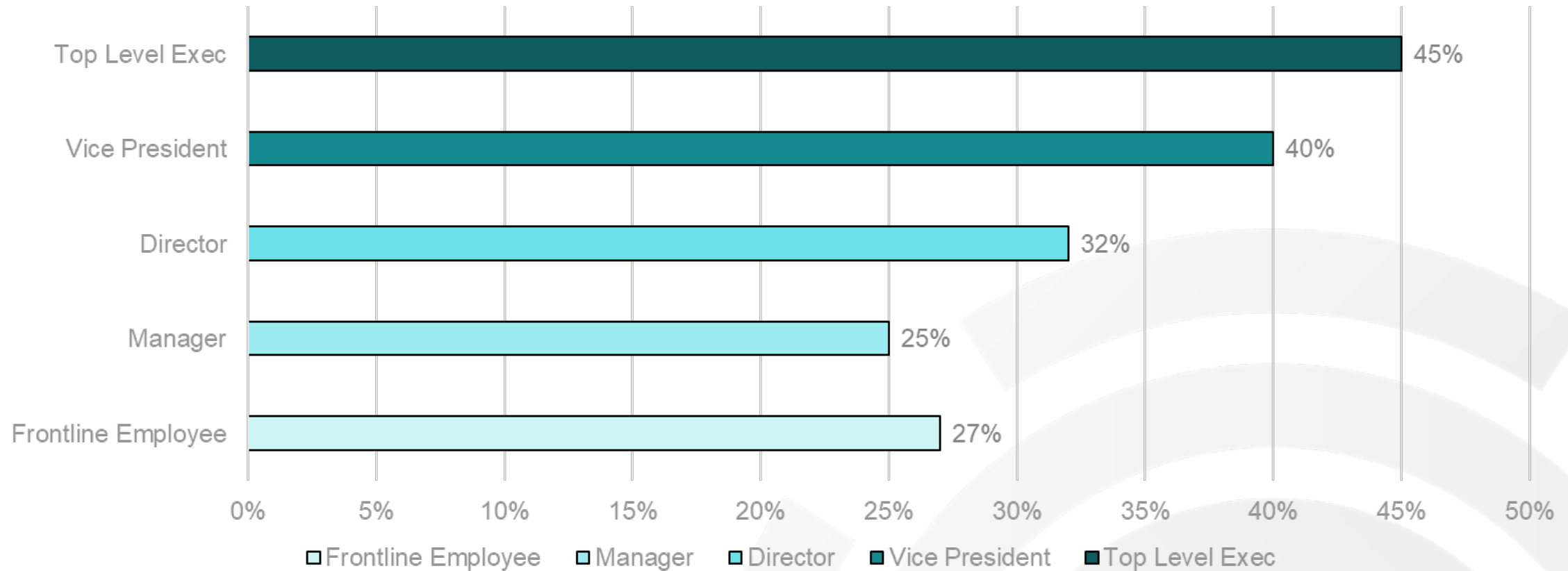
Employees

Response to the question, “I understand the rationale behind this organization’s strategy (e.g. economic, marketplace, competitive factors, etc.)”



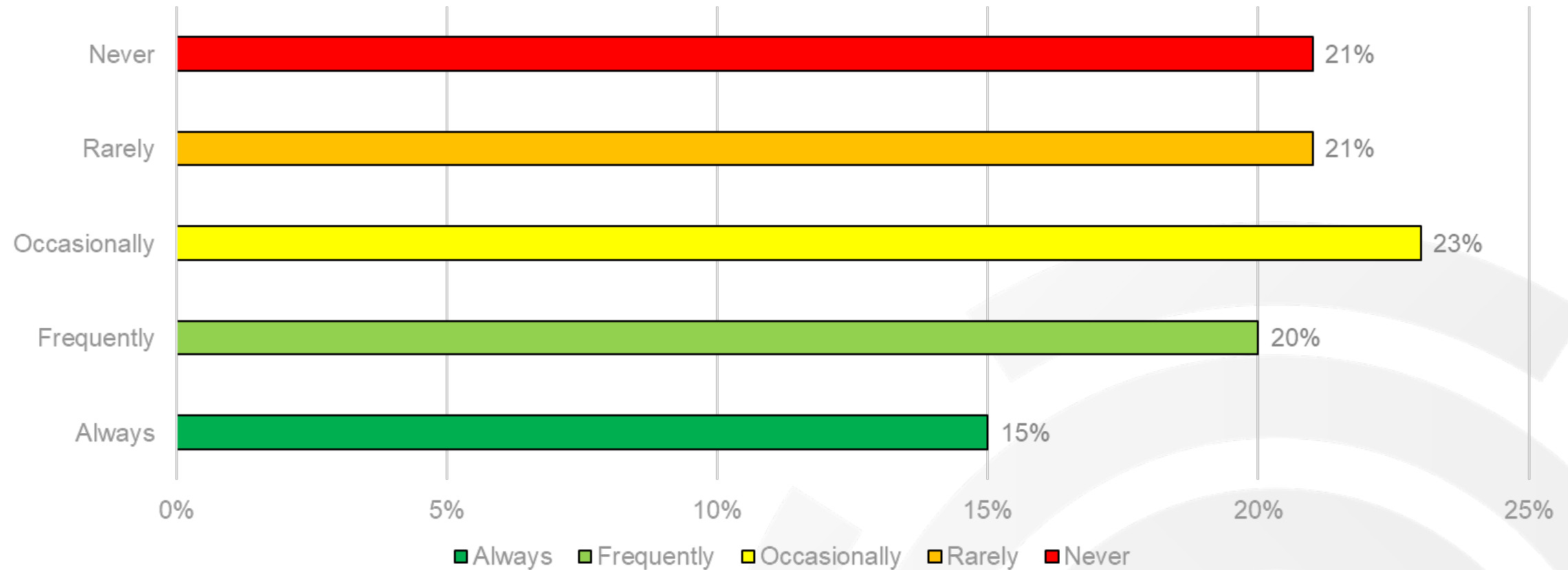
Executives

Response to the question, "I undertake career/business changes that others describe as difficult or audacious."



Ambiguous Sharing

Response to the question, "This organization openly shares the challenges facing it."



Personalities



Case Study – Small Change, Big Impact

Navigating the Release Readiness

Change is Hard – But it does not have to be

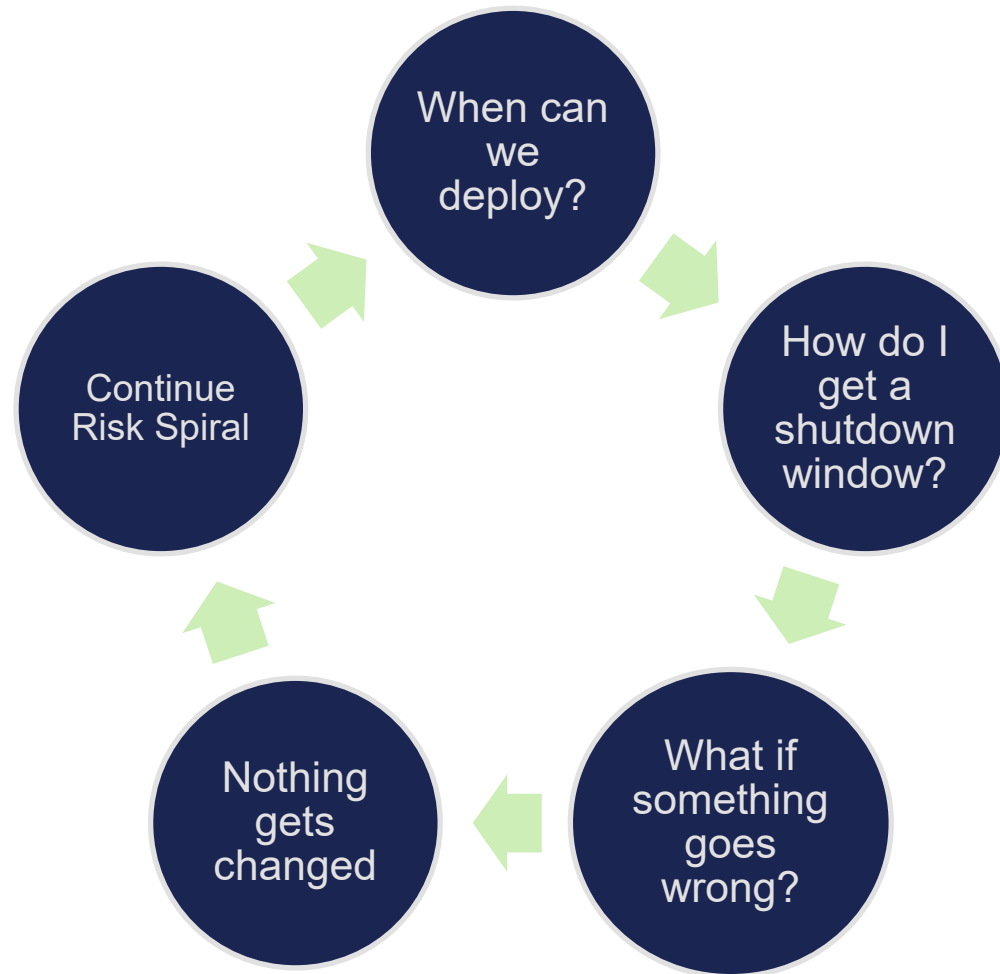
Requests

- ^ Increase Stability
- ^ Increased Integration
- > Better UI
- > Informative Display
- > Bridge Gaps
- ✓ Decrease Deployment

Reasons

- ^ Increased Production
- > Expansion
- ✓ Decrease User Interventions

Change is Hard – But it does not have to be



Change is Hard – But it does not have to be

Identify

- Identify the hazards. Which sections of the software are we updating?

Decide

- Decide the impacts. What will these releases have on my custom system?

Evaluate

- Evaluate and decide on precautions. Can these pieces be updated efficiently to not be impacted?

Record

- Record findings & implement resolution. Do these same changes during testing need to be implemented elsewhere?

Inclusive

- Include stakeholders. Having organizational buy-in promotes higher success of change management.

Communicate

- Communicate effectively. From System owners, to Stakeholders, to Operators. Everyone should be aware.

Change is Hard – But it does not have to be

Customer Success Manager

Assist in
planning

Provide
insights into
impacts of
applied
changes

Assist in End
User
onboarding

Assist in the
adoption for
change

Highlight the
benefits of
the change
to all
stakeholders

Provide
escalation
for product
related
roadblocks

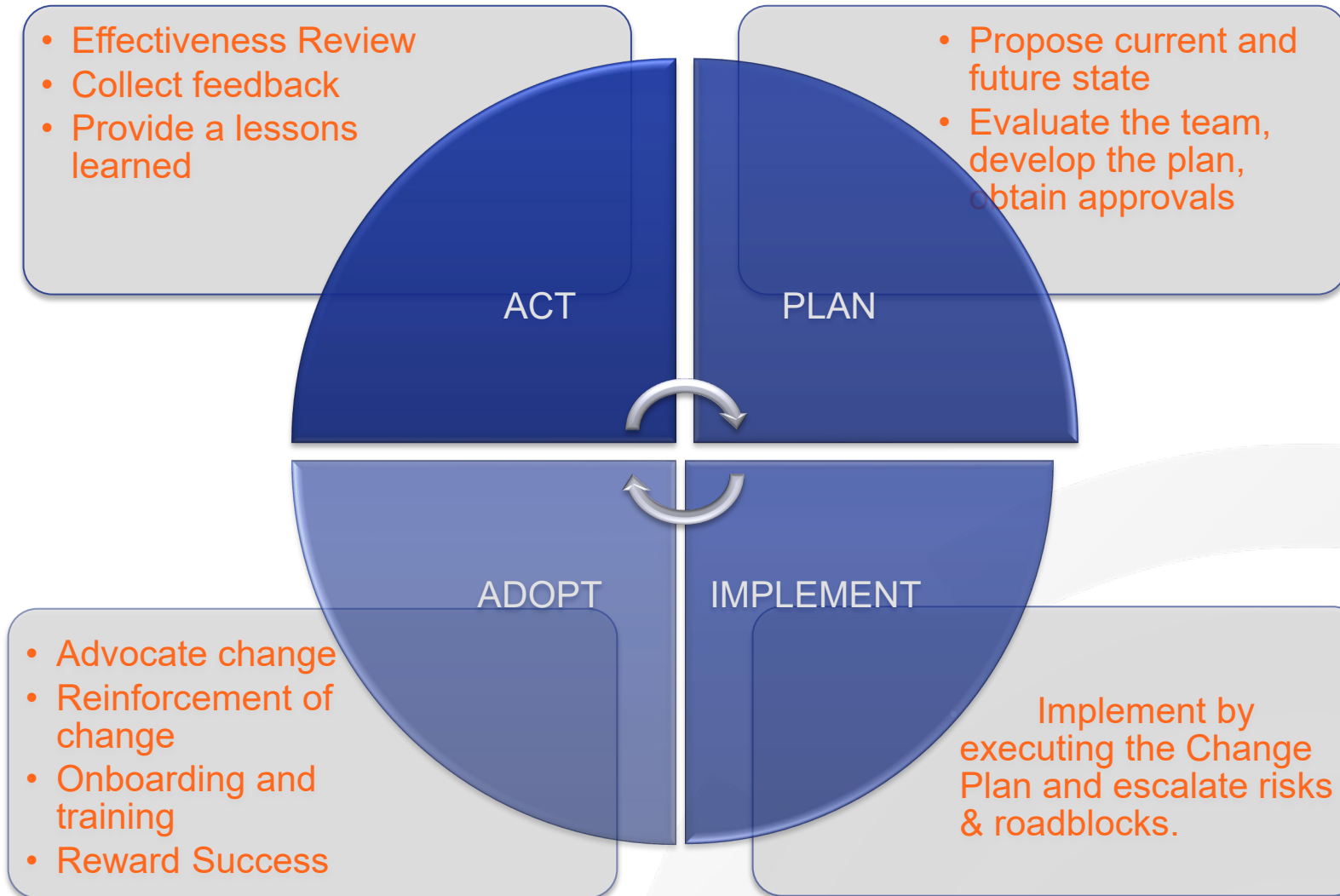
Champion
and voice of
the customer
to internal
and external
stakeholders

Helps
identify
metrics of
before and
after applied
changes

Solutions For Effective Change Management As A Bridge To Success

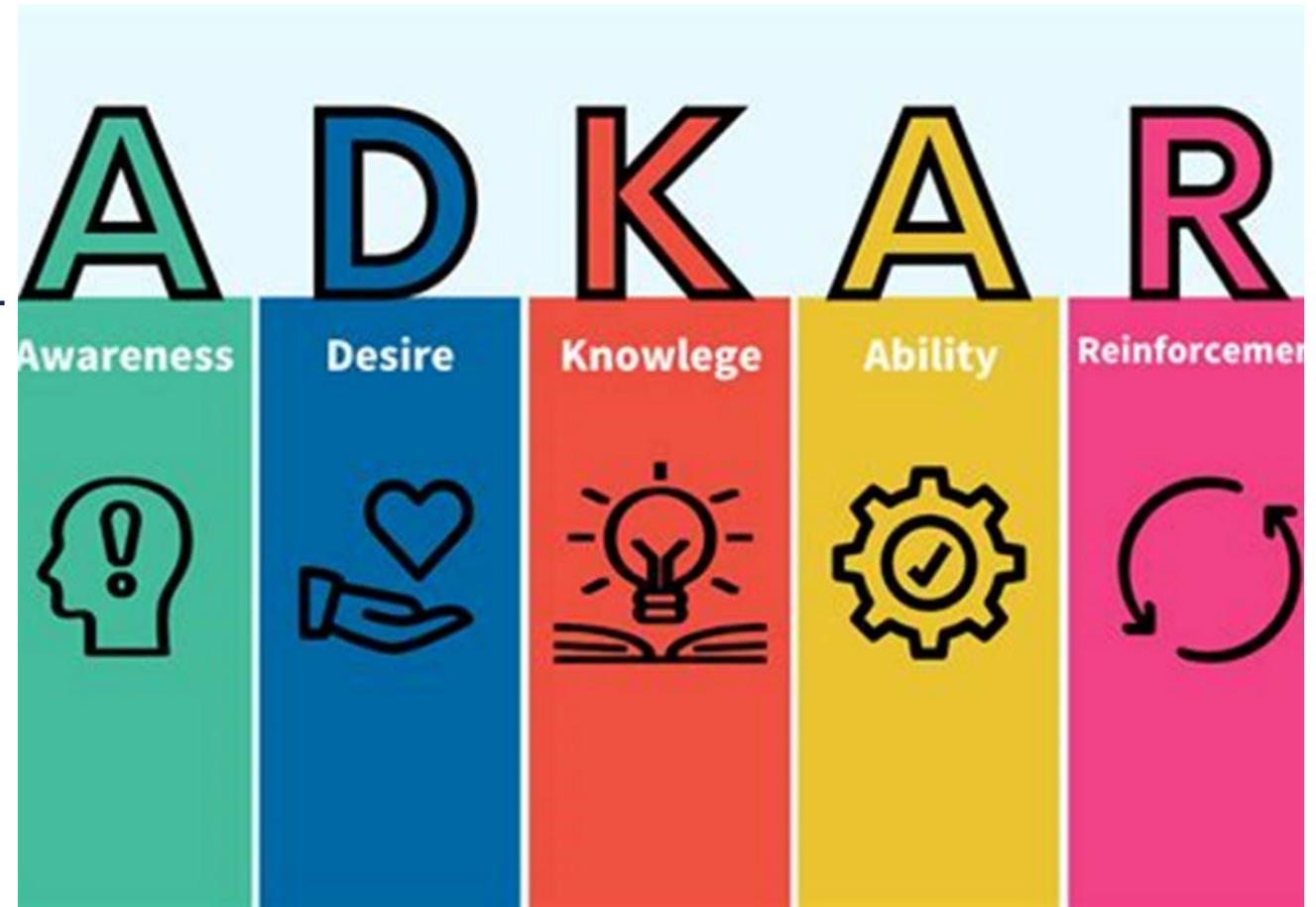
Steps to try

Change is Hard – But it does not have to be – Organization



Change is Hard – But it does not have to be - Individual

- **Current State**
 - Awareness of the need for change.
 - Desire to support the participate in the change.
- **Transition**
 - Knowledge of how to change.
 - Ability to implement the change.
- **Reinforcement**
 - To sustain the change.



Change is Hard – But it does not have to be - Individual

•**Communicator:** Explain why changes are being made and how they impact the team and their patients.

•**Liaison:** Report to sponsors (senior leaders) how the change is impacted and being received by your team and share information from leadership with your team.

•**Advocate:** Demonstrate your commitment to the change and promote a positive attitude.

•**Resistance Manager:** When resistance to change arises, make time to understand and address the root causes of resistance.

•**Coach:** Help your employees build knowledge and ability to adopt new behaviors and practices successfully.

Change is Hard – But it does not have to be

NOVEMBER 22, 2024



ASK THE EXPERT – The Trough of Disillusionment

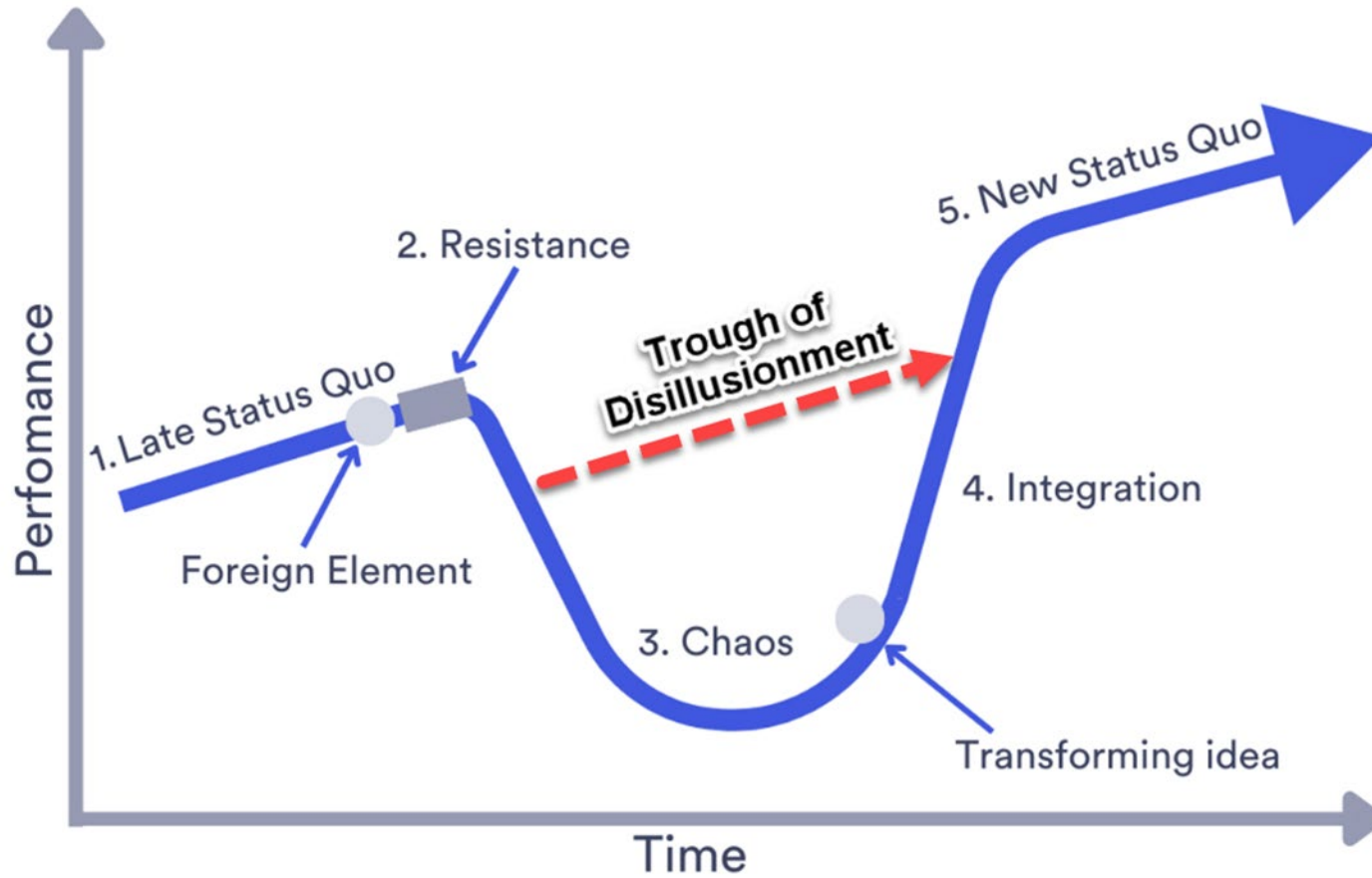


Thought Leader:

Jenn Azar, CEO, Stellix



Change is Hard



Change is Hard – But it does not have to be



People-centric transformation



Communication and alignment



Training and upskilling



Leadership and engagement



Iterative feedback and flexibility



Emerson CS Team

Emerson's Global Customer Success Team is ready to help!



Change is Hard – But it does not have to be



OUTCOME ORCHESTRATION



We engage across Emerson and collaboratively develop **Success Plans** just for you.

+

PROACTIVE PARTNERSHIP



We **Partner** with you to understand and predict challenges while ensuring timely resolution to any issues.

+

EFFORTLESS ONBOARDING



We ensure an **Effortless Onboarding** experience, enabling your team to scale value quickly.

+

GUIDED JOURNEY



We generate a specific **Customer Journey Map** for you and follow it step-by-step together.

+

CONNECTED FEEDBACK



We ensure your voice and **Feedback** are directly linked to the Emerson teams.

Change is Hard – But it does not have to be

Success Plan – [Customer Name]

Success	• What Success means for you?
Business Outcome	• What is the Business Outcome you want to achieve with the Emerson solution?
Goals	• Add goals to support the business outcome – make sure the goals are S.M.A.R.T (Specific, Measurable, Achievable, Realistic and Time Bound).
Quick Wins	• What would be the first small wins for each goal? Value achieved for each goal.
KPIs	• What measures or KPIs will show that the goal was achieved?

Find More Information

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Questions?



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Thank You