5 Keys to Successfully Launching Technology Change Initiatives

Technology is transforming the construction industry, but successful user adoption and change management requires focus.

As we evolve our construction organizations, we are trying to do more with less. We want our teams to be more efficient and effective so, we adopt new technology to help make that happen. After a valiant effort to assess and choose the best new technology, we buy it, launch it, and many times it is a miserable failure where only a fraction of the technology's capabilities ends us being used — if it's used at all. Our teams reject it before they even try it, and we wonder why they couldn't see how the new tool would be an asset to the company and their own professional development.

The key to successful technology adoption is communicating change that allows our teams the time to understand, digest and get on board with the decision. Often, by the time the change is communicated, the implementers have given their buy-in and gone through the change process without ever communicating and getting feedback from the end users, thus not allowing them to move through the change process.

5 Steps to Ensuring Technology Adoption

Showing how new technology will benefit users and providing training and education to keep teams up to speed are keys to successful change management.

There are a few steps you can take to help your end users adopt new technology that will lead to more success:

1. As soon as you decide on a new technology, let impacted end users know that their process(es) will change. There's no need to wait until you have all the answers. Tell them what you know, and that more information is coming. Most importantly, if you know the date it will or may launch, tell them.

Because people process change differently, you will want to offer various ways for them learn more about the change. Some positive and efficient ways to do this are:

1. Explain the benefits of the new technology — for each job role it affects, be sure to explain and show how it will simplify their job and help them be more productive.

2. Arrange product demonstrations. Let the end users try it out. Sometimes seeing software in action can not just answer questions and reduce fears, it can spur excitement! And, your end users might uncover new features and benefits you weren't initially thinking about.

3. Offer the opportunity to poke holes in your plan. Some are born with an innate ability to simplify processes. You will know

who they are when they ask questions like "Do we need to do it in that many steps?" Capitalize on it. Use their skepticism to solidify and create a better plan.

4. Let others know what parts of the process (if any) will stay the same. You will be amazed at the calming affect this has on some people.

A Commitment to Training and Education

Never underestimate the importance of pre-launch training and post-launch training and support. The right software vendors will have a wealth of training assets and educational resources available for users – be they reading materials, videos and webinars, ongoing conferences and events, or hands-on training. Be sure to give clear expectations and understand that full comprehension won't happen in one class, it takes repetition and reinforcement.

For help with successfully launching change initiatives feel free to contact CTP Solutions, LLC at 248-670-1646 or awright@ctpsolutionsllc.com.

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For more than 20 years Andrea Wright has helped organizations — big and small — successfully strategize and launch change initiatives, modernize operations and empower their team and team members to be the best version of themselves. Contact CTP Solutions, LLC at 248-670-1646 or awright@ctpsolutionsllc.com.