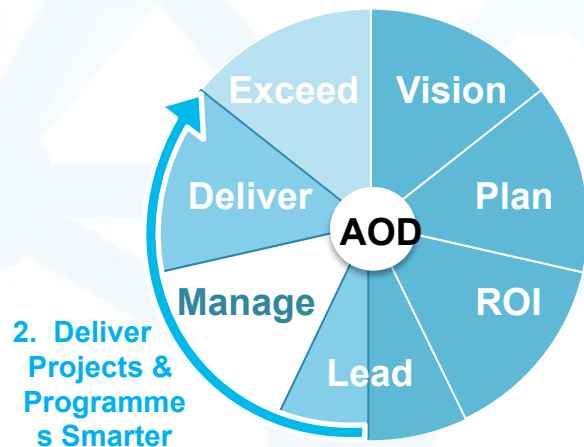


Assured  
Outcome  
Delivery

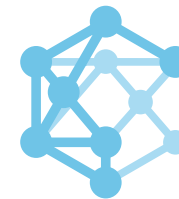
# Socialisation Guide



Sharing the tools our team use successfully to enhance Clients' benefits realisation capabilities.....how we suggest clear communication of your change vision to ensure all involved in projects are clear in their desired outcomes.



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Assured  
Outcome  
Delivery

# Implementing Smarter....

*.....Socialising desired  
outcomes effectively*

# Why Socialise ‘Show-Me’ Events?

The purpose of Show-Me Events is to define clearly.....**what change** will represent success from investment of resources and finances, and **who is accountable** for change delivery. And the purpose of effective socialisation is to ***make sure all participants in a change process are crystal clear on what the organisation wants*** from the project or programme.

One of ODNL’s favourite author’s is John Kotter, and we always recommend Members and Clients follow his direction in the seminal Harvard Business Review article titled “Why Transformation Efforts Fail?” Despite 20 years passing since it was written we still find it one of the most compelling advisory articles for any team contemplating significant corporate change <sup>[1]</sup>. Remember Kotter’s Pitfall number 4 : **Under-communicating the vision by a factor of ten!**

## The AOD Socialisation Process:

- Define the SMEs through interview with Sponsor & Board / leadership team;
- Conduct an initial review and QA to remove duplication / concatenate SMEs;
- Publish the ‘draft’ SMEs for 6 weeks to enable conversation with, and around, level 2 and 3 managers (who will inherit their delivery in performance contracts);
- Communicate the SMEs, their owners, and progress relentlessly [See AOD Tool 2.4].



# AOD Socialisation Guidelines

- Remember AOD Principle 3 - The sponsor's requirements must have the casting vote over the needs of all other stakeholders. "He who pays the piper calls the tune!"
- The leadership team (the guiding coalition for change) must take the time to debate the Show-Me Events and agree ownership and delivery accountability.
- Sharing the Show-Me Events with staff, in the form of the AOD Dashboard, makes a public statement of intent as to the priority their delivery is given.
- Leaders make it clear that they are delegating delivery accountability, and thus socialize publicly that their managers can use their 'senior' authority to remove or address blockages to progress.
- Directors and managers communicate openly that achievement of the SMEs are a key part of their personal performance objectives.
- Beware repeated introduction of new change initiatives – don't let new ambition dilute the resource focus in achieving agreed SMEs.
- Don't declare victory too early; ensure benefits have been harvested before pronouncements on success.



