



# Change the way you make change



We give IT a face



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# *Professional change management*

## **Successfully shaping business changes – with us the transition goes smoothly**

Many companies underestimate the impact of changes. Change management provides support for all persons affected by project-related changes according to specific target groups. After all, they represent the driving force that is often decisive for the success or failure of a project.

Ensure acceptance and knowledge among your employees through targeted change management. We analyze your project situation, plan the required communication and are also happy to look after the implementation. Activities that are tailored to your specific project get your stakeholders actively involved in the change process. We make sure the process runs smoothly, and accompany your project through all project phases – so that you can focus on the project as such. As external consultants, we contribute an objective perspective. Benefit from our many years of experience in national and international projects: We ensure the success

of your project with proven change management methods. We work with you to support you during your change process.

### **Benefit from change management by Sycor:**

- Professional change management
- Neutrality and an outside perspective
- Avoiding lost productivity
- Limitation of project risks
- Avoiding project risks
- Investment protection
- Acceptance for your project
- Improved employee satisfaction and motivation
- Freeing up internal resources
- Knowledge transfer and information sharing
- „Interpretation“ between IT and non-IT
- Improved project marketing



## Did you think of everything while planning your project?

If you can answer the following questions with „yes“, you probably will not need our support.

Otherwise there is something we can do for you!

### Questions:

- Are all project stakeholders aware of the changes caused by your project?
- Have your employees been made aware of the need for changes?
- Are you prepared for project crises, a lack of acceptance and conflict situations?
- Is everyone affiliated with your company in favor of your project?
- Are you prepared for various communication methods to meet the information needs of the participating and affected persons?
- Is the change known to everyone affiliated with your company (customers, suppliers, public authorities)?
- Are users being trained to prepare them for the change?
- Did you take change management activities into account in your project budget?
- Do you have experience with the planning, implementation and evaluation of change management?

# Our services





## ***Our services***

**We support you through your change process and build the required awareness.**

### **„Change Day“ workshop**

You do not have a concrete picture of change management yet, are unable to assign your project to any of our service packages, or first want to get to know us and what we do?

Then our „Change Day“ workshop is right for you.

#### **Content:**

- You learn what change management is and why it is important for your project.
- We show you the proven change management methods we apply.
- We conduct part of our analysis phase with you.

#### **Results:**

- You leave the workshop with concrete results, which you can use as the basis for change management activities in your project.
- You learn who is affected by your project and which target groups you should take into account in your project.
- The respective need for communication with various target groups is outlined.



## Analysis – the first step for a successful project

We work with you to analyze the nature of the project and the company in order to compile the required information, expectations and goals. This analysis makes change management part of the overall project and ensures successful planning. We work out what changes for whom, how and why, thereby establishing the framework required for the change management activities.

### Examples of our services in the analysis phase:

#### „Change Story“ workshop / core messages:

Development of the core messages for the change with the decision makers, so as to obtain a consensus within this circle and consistent representation to the outside. The results serve as the basis for all change management activities.

#### Stakeholder interviews:

The requirements and fears of the groups affected by the project are identified. Resistance and the stakeholders' needs for information are identified, and corresponding activities are planned.

#### Project, environment and change analysis:

Knowledge of the project and company environment as well as the planned changes make it possible to plan change management activities that are individually tailored to the company.



## Planning – optimum preparation for the change process

In the planning phase, we develop a change management concept that harmonizes with the project and company environment identified in the analysis phase. The questions „What do we want to achieve, and by what means?“ and „How do we achieve that, when and for whom?“ are answered for this purpose by establishing principles and detailed planning. We propose suitable measures for you, which are then realized in the implementation phase.

### Examples of our services in the planning phase:

#### **Change plan:**

Developing activities in the areas of communication, business involvement, stakeholder marketing and project marketing. Defined content, schedules, channels, target groups and persons responsible for the activities.

#### **Change network:**

Establishing multipliers who pass on project information in the company and provide feedback to the project.

#### **Communication guidelines:**

Establishing project communication principles, taking into account the company culture and project context.



## Implementation – professional design of change processes

In this project phase, the activities that were individually developed in the planning phase are implemented. These ensure that all affected persons in various target groups are informed and involved.

The areas of communication, business involvement, stakeholder marketing and project marketing are covered.

### Examples of our services in the implementation phase:

- Project name and logo
- Change overview („What is changing?“)
- Communication of the project benefits
- Interviews and surveys
- Articles
- Posters
- Newsletters
- Project presence on the intranet
- Road shows
- Presentations and workshops



## Evaluation – measuring success

We conduct evaluations during the project. This ensures the quality of change management while the project is in progress and allows required changes to be made directly.

After a project is concluded, we evaluate the change management activities that were implemented in order to obtain an overview of whether the goals that were set have been reached.

### Examples of our services in the evaluation phase:

- Obtaining feedback from various target groups
- Survey on change readiness:  
Is the company ready for the change?  
What or which information is lacking?
- Preparing and performing a final evaluation (lessons learned)

# Service packages

An offer tailored to every company and each project





## Service package A

### Change management for small projects

Are you implementing a small project in your company, and want to plan change management activities with external support for subsequent independent implementation using internal resources?

Then package A is the right choice for you – because even a small project requires the involvement of project participants and stakeholders.

### Project characteristics

- Sample project: travel cost process
- Project duration: variable
- Project budget: approx. EUR 50,000
- Target groups: one

### Our services

- Analysis (1 PD\*)  
Interview on the project situation  
„Change Messages“ workshop
- Planning (4 PD\*)  
Change plan  
Providing examples / templates including knowledge transfer to internal resources
- In addition: implementation and evaluation if desired

\*Person days



## Service package B

### Change management for midsize projects

Can we support you with the implementation of a new system, which results in many changes and requires adequate change management?

Here we offer you the ideal solution with package B.

We are there for you throughout the project.

### Project characteristics

- Sample project: implementation of a new Microsoft Office version
- Project duration: 2-9 months
- Project budget: approx. EUR 200,000 - 300,000
- Target groups: few

### Our services

- Analysis (3 PD\*)  
Project and change analysis  
Environment and stakeholder analysis
- Planning (2 PD\*)  
Project marketing  
Change plan  
Resource planning
- Implementation and evaluation (0,2-1 FTE\*\*)

\*Person days

\*\*Full-time equivalents



## Service package C

### Change management for large projects

Are you implementing an ERP system, which is intended to establish the basis for long-term process and cost optimization, but causes extensive technical and process changes for your organization?

You can reach your goal with our support – because adequate change management is very important, especially with fundamental changes.

### Project characteristics

- Sample project: Implementation of Microsoft Dynamics AX, Implementation of SAP
- Project duration: 3-36 months
- Project budget: approx. EUR 1-1.2 million
- Target groups: many

### Our services

- Analysis (10 PD\*)
  - Project analysis
  - Change analysis
  - Environment and stakeholder analysis
- Planning (12 PD\*)
  - Project marketing
  - Change plan
  - Establishing „organizational readiness“
- Implementation and evaluation (0.5-2 FTE\*\*)

\*Person days

\*\*Full-time equivalents



## Service package D

### Change management for very large projects

Are you facing the group-wide or global implementation of a major ERP system, which will effectively change more than just IT in your company? We consider all stakeholders for your project, and establish acceptance and knowledge – so that you can focus on the content of the project.

### Project characteristics

- Sample project: SAP implementation with multiple rollouts (national/global)
- Project duration: 3-36 months
- Project budget: approx. EUR 2-3 million
- Target groups: multiple

### Our services

- Analysis (20 PD\*)
  - Project analysis
  - Change analysis
  - Environment and stakeholder analysis
  - Stakeholder interviews and interview evaluation
- Planning (24 PD\*)
  - Project marketing
  - Change plan
  - Resource planning
  - Preparing change management methods
  - Establishing „organizational readiness“
  - Developing evaluation mechanisms
  - Establishing a change network
- Implementation and evaluation (1-4 FTE\*\*)

\*Person days

\*\*Full-time equivalents

# Sycor Overview

Employees: 460 worldwide (2014)  
Sales: 59.4 million euros in 2013

Headquarters in Göttingen (Germany)

Further locations:  
Pittsburgh (USA), Toronto (Canada),  
Mexico-City (Mexico), Valinhos (Brazil),  
Singapore, Shanghai (China)





## *Sycor in brief*

As a full-service provider, the Sycor Group covers the whole spectrum of information and communication technologies. With our headquarters in Göttingen and further locations in Germany, Asia, and America, we have local roots, but are as international as many of our customers, not to mention globally competitive.

With offering a comprehensive portfolio, our success is built on our consistent focus on our customers: their needs are at the center of everything we do. And because only satisfied employees provide outstanding support for customers and their own company, employee focus is just as important to us.

Our strength lies in our shared goals and shared philosophy, in values we put into practice every day as well as in our cooperation-based company culture. And in our some 460 employees, who identify with the company and are committed to serving our customers 365 days a year.



## *Your contact person*

You cannot find services for your project, or you have questions?

Talk to us. We work with you to develop a solution for your company!

### **Alexandra Binder**

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### **Your Contact**





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