The background is a dark teal color with a fine, light-colored grid pattern. Scattered across the background are various white-outlined geometric shapes, including squares, circles, and triangles, some of which are slightly tilted. On the left side, there is a faint, semi-transparent silhouette of a person's head and shoulders, facing right. The person appears to be wearing a patterned garment.

The Essential Guide to Implementation and Change Management

Once a deal is signed, the work is done, right? It's actually just starting. Now it's time to implement.

Implementation can be code for a lengthy process where adoption usually falls off and the benefits of a tool drop drastically. The word "implementation" itself is even often cringe-worthy. It's time to change.

It's possible to implement a tool quickly, painlessly, and in a way that will increase excitement and adoption. What we're discussing is change management, a critical part of any successful implementation process, one that is often overlooked.

The Essential Guide to Implementation and Change Management explains how an implementation process should go, what change management steps should be outlined to ensure maximum adoption, and specifically, what implementation looks like in the Concord platform.

Read on and find out how to successfully implement the tools that empower your teams, deliver more revenue, and ultimately more success for a business, faster.

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A person is climbing a ladder on the left side of the image. The background is a solid blue color with a fine grid pattern. A thick, light blue curved line starts from the top left and curves towards the right side of the image. The word "Implementation" is written in large, white, bold letters on the right side of the image.

Implementation

Buying a new piece of software means creating a systematic plan to install, train, and make sure users are successful. Fully integrating new tools into workflows involves planning and care to ensure the software is being used to its full potential and any issues down the road are non-existent or quickly resolved.

Implementation

Presumptions

Talking about implementation doesn't always make people think, "easy, fast, simple, fun!" Many organizations are used to long implementations with issues throughout. Dedicated support and training, while ideal, doesn't always happen in a way that is most efficient for the customer.

There are many reasons implementations fail or become lengthy and difficult, but avoiding a few common mistakes is key to success. These include:

- ***Lack of leadership***
- ***No project and communication plans***
- ***No business process definitions***
- ***No proof of incentive***
- ***Overly complex product***
- ***Need for post-purchase development work***

The good news is with these potential roadblocks clearly outlined, they can be avoided in the implementation plan.

Implementation

3 Simple Steps

A leadership or sponsorship team should be in charge of creating the implementation plan. This team is responsible for ensuring the project's success.

The three main areas of focus can be bucketed as:

1. Discovery on current processes

2. Training the admins

3. Training the users

Implementation begins with defining the need for a new solution. Making people aware of why the process is happening in the first place will ensure everyone buys in to the same extent the initial buyers did. Incentivizing teams doesn't just mean telling them "you'll be more efficient!", but providing personal value. For example, say the software saves the company 20 hours of manual work per week. That means the company is able to make more revenue, driving more success.

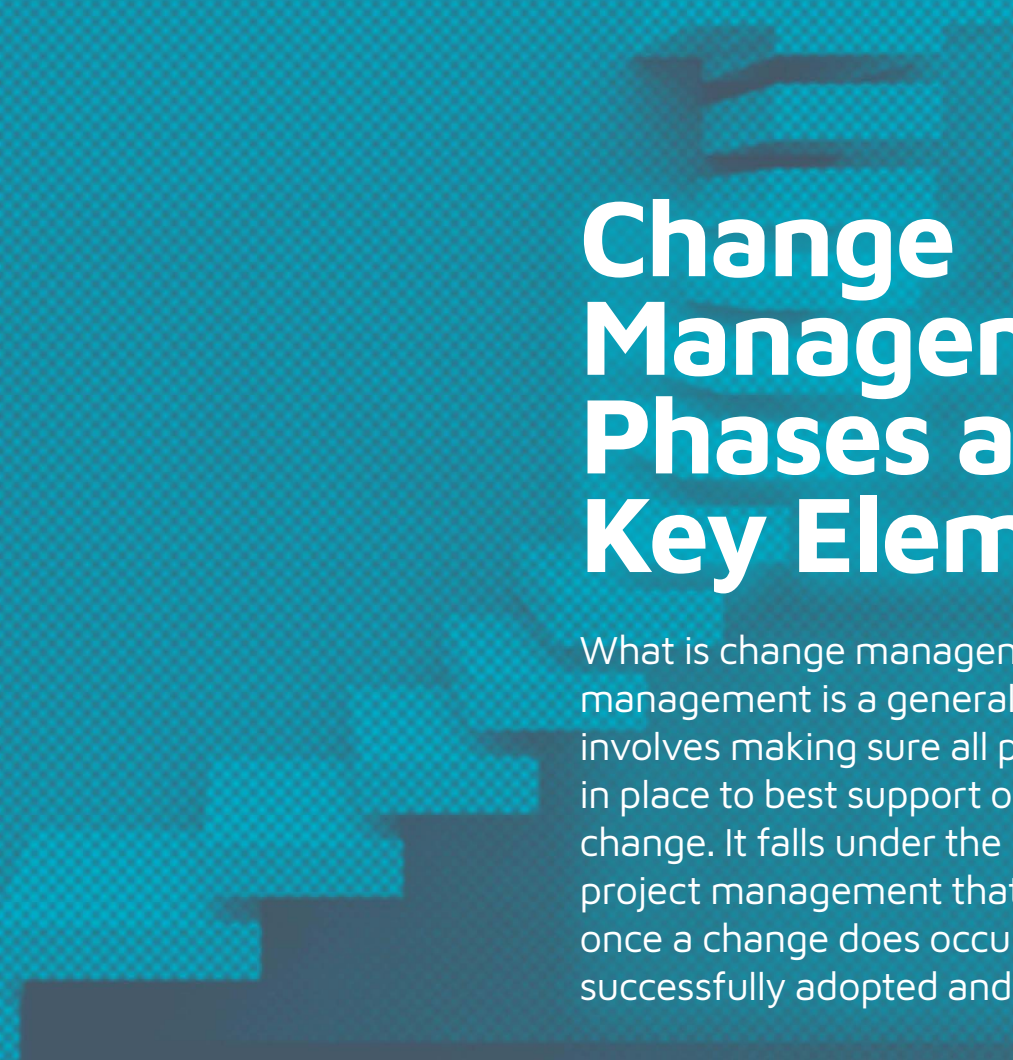
Creating a plan ensures everyone who is a part of the process is aware of when and what they need to be doing, as well as getting ready for training and knowing when they need to be fully ramped. Teams should know what their individual training schedules look like and when they'll be expected to be fully ramped on the platform. Post-training, feedback on how to improve the training process for future users helps all teams work together to make the implementation a success.

With the teams trained, enthusiastic, and all feedback given, it's time to go live.

Implementation

Post-Implementation

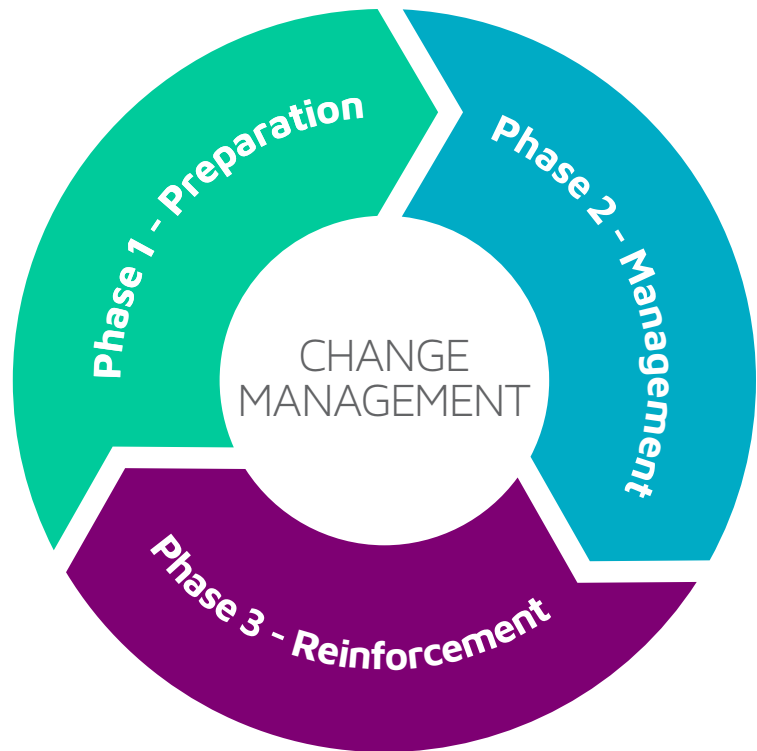
With implementation successfully finished, ensuring processes stay in place and are thoroughly adopted is key. Setting up for success doesn't just happen after everything is finished, but begins even before implementation. Planning for change management is a crucial part of any new process.



Change Management: Phases and Key Elements

What is change management? Change management is a general term that involves making sure all processes are in place to best support organizational change. It falls under the part of project management that ensures once a change does occur, it will be successfully adopted and implemented.

Change Management: Phases and Key Elements



Change management is a critical part of ensuring new tools, processes, and platforms are successful and provide the value they promise.

Change Management: Phases and Key Elements

Phase 1 - Preparation

When beginning creation of a change management plan, defining a strategy is the first element. Taking an assessment of where teams are currently and what will be most helpful when incorporating a new tool provides a baseline of where the company is at the beginning of the process. Knowing how many people and exactly who will be impacted, along with the gradation of the change, defines the scope of the change. Taking that into account along with the other changes that are going on and the background of the groups affected will help evaluate if there will be any resistance, where that will stem from, and how to best approach the solution to any opposition.

The group that is formed to address change management will be able to take all this into account to create a solid plan of how to lead the change process. Communication is the next step.

Communication around the change has to be personalized to the people hearing it so they understand, and often, communicated numerous times in various different ways. This starts before implementation by initially making teams aware of the need for change and then getting them to push for that change on their own. It's important to not only know what your audience wants, but to remain consistent and personalized in communication with them. Teams that know what is coming and are fully prepared for the change will be faster, more enthusiastic adopters.

Phase 2 - Management

Once a team is ready for the change, creating the plan and taking action are the next steps. Setting expectations and communicating any changes along the way build trust and keep teams feeling invested in the project. Phase 1 begins consistent communication, and phase 2 continues it. One of the biggest parts of managing the process is continuing to communicate throughout.

Change Management: Phases and Key Elements

Phase 3 - Reinforcement

Reinforcing change means switching from mainly communicating to listening. At this point in the process, collecting feedback and analyzing where improvements can be made helps teams feel heard and solves problems that everyday users may encounter. From this point, course corrections can be quickly implemented.

Even as a project comes close to completion, continuing to check in with the main users to reinforce usage and assess success goes a long way towards ensuring long-term value.

The 9 Change Management Elements

What does the research say? These nine steps from [Prosci](#), a change management organization, go alongside the three phases to ensure a successful change management process.

1. READINESS ASSESSMENT

2. COMMUNICATION AND COMMUNICATION PLANNING

3. SPONSOR ACTIVITIES AND ROADMAPS

4. CHANGE MANAGEMENT TRAINING FOR MANAGERS

5. TRAINING DEVELOPMENT AND DELIVERY

6. RESISTANCE MANAGEMENT

7. EMPLOYEE FEEDBACK AND CORRECTIVE ACTION

8. RECOGNIZING SUCCESS AND REINFORCING CHANGE

9. AFTER-PROJECT REVIEW



Business Impacts

Most people don't think of an implementation as having a huge business impact. Faster implementation, however, means faster time-to-value, and faster success.

Business Impacts

Process Changes

A key point of buying and implementing new software is to make work easier, faster, and more efficient. This means at its very core, implementation creates new business processes.

Implementing not only a new tool, but a change management plan ensures that these new processes have a higher rate of success and users become adopters. This change needs to take place at an organizational level—McKinsey cites “organization-wide ownership and commitment to change” as one of the most successful change efforts. Developing clear plans and reasons for change are critical to maintaining these process changes.

Benefit Proof for the C-Suite

With the knowledge that new tools impact underlying business processes, the positive return on implementation is easy to bring back to the C-suite. Implementation requires a large amount of project planning, coordination, alignment, and adaptation across teams. The result of this is business processes that are more efficient. In the end, the features and the daily use cases don’t mean as much at a high level, but increasing speed, gaining more revenue, and growing compliance are the most valuable offerings implementation can have for the C-suite.

Strategic thinking means starting at these core business gains and moving backwards into relevant features, driving metrics as well as business enablement.



Implementing Concord

Contract management platforms are not known for their easy, quick implementations. Often thousands of documents need to be uploaded and learning a new tool is a challenge for the teams involved. Implementation length is talked about in terms of months or years, and results aren't expected for long after that.

With Concord, nothing could be further from the truth.

Implementing Concord

Concord was built with customers in mind—the ones on the ground, driving business forward. No one wants to go through a tedious, extended implementation that will leave everyone exhausted, frustrated, and wanting to see results. From an organizational standpoint, Concord understands this deeply—it was part of the reason the platform was created.

Concord is easy, quick, and intuitive to implement. Dedicated customer success gets all users trained in just a few meetings and remains on-call even after the platform is fully in use. Implementation is discussed in terms of days or weeks. Powerful OCR features speed up the process and make legacy documents as valuable and accessible as any new documents created after implementation.

Concord's entire implementation process was designed because of how exasperating contract management platform implementation usually is. In a world where business moves fast and needs are instant, having a contract management platform in place quickly is essential. Concord understands that.

Conclusion

With these strategies for a successful implementation and change management process, new tools are no longer a roadblock as they may have been in the past. Instead, implementation symbolizes a step forward towards increasing speed, compliance, smart processes, and overall business success.

concord is a cloud-based Contract Lifecycle Management Platform that is changing the way the world is creating, negotiating, signing, and managing contracts. An all-in-one platform, Concord is simple to use and works with any type of contract, across your entire company—every department and every employee—and is the only platform to automate and support the complete contract lifecycle, from online negotiation, to e-signature, and contract follow-through.

With robust features and multiple integrations, including Google Docs, Salesforce, Clio, and Box, you get a powerful solution that's flexible, able to meet unique organizational needs and use cases, and makes growth and compliance synonymous.

Concord gets agreements faster, saving you time and money, and makes you more agile with at-a-glance contract management, automated notifications, and powerful analytics—you always know how many contracts you have and what stage they're in. It's more than a contract management platform. It's a contract success platform.

When you have every contract in your company on one platform, in one place, that's easily searchable and streamlined, you can start thinking big for the future.

Now we're talking.

Contract management how it should be—easy.

Find out how at

sales@concordnow.com

or **+1.844.693.7446**