

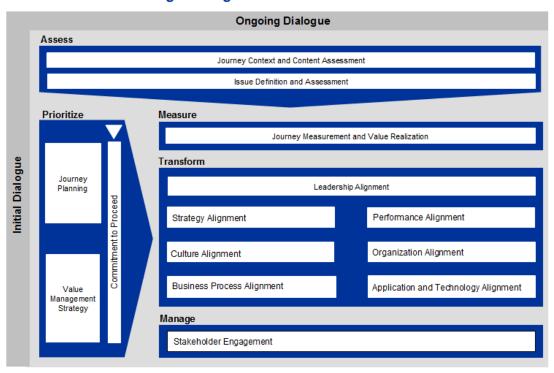
Change, Yes we Can!

In every merger and transformation process, there always potential problem that may arise, including resistant and objection from stakeholder of both company. Once the ABC XY integration teams established, we ought to apply strategy for successful change management and merger integration process:

Potential Problem: Resistant and Rejection

Solution: Accenture Transformational
Change Management Methods Framework

Transformational Change Management Methods Framework



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Accenture Change Management

Accenture Transformational Change Management Method Framework (TCMMF) show us insight about successful change management process. It start with initial dialogue, with prioritize in building initial dialogue which consist of two steps: journey planning and value management strategy. Journey planning is a step where we plan our integration process. It include the grand new vision, mission, target, and business strategy from ABC XY bank.

Value management strategy is a tools to enhance the new ABC XY corporate value. The process will result in synergizing both corporate value to optimize the ABC XY resource and inspire ABC XY stakeholder. Both journey planning and value management strategy will strengthen the commitment bond to proceed the change management of merger process.

The transformational process start with leadership alignment. This is vital role of the process. Because leadership determine the other transformation. Any strategy, culture, business process, performance, organization, and application change management needs strong leadership to align the process.

Along with transformation process, we need ongoing dialogue to asses and measure the transformation process. The process give us assessment about issue definition (any problem have arise), journey measurement (where do we go?), and value realization (Do we do what we have to do?). Other critical factor is how to manage the stakeholder engagement. That's because the integration process also impacted the legacy stakeholder.

What we have to do?

1. Change Agent

First, we should promotes change agent for integration process. It's just like black belt or champion in six sigma process. Change agent responsible for deploying integration plan in his/her unit or division. The change agent play as a role model and change initiator. They inspire the other, creates positive atmosphere, and lead the other. Change agent can be anyone (head of department will be better), and it should be everyone. The purpose for establishing "change agent" is creating enthusiasm among stakeholder for the integration process.

2. Quick wins

The second phase of the change management is grabbing quick-small wins. It's so important to get quick wins in the progress, because any small failure will reduce spirit, trust, and optimism of the change management from ABC XY merger process. Successful quick wins will increase the positive atmosphere from the integration process. The quick wins can be anything. For example: increasing sales for next month, expanding market share, decreasing non performing loan, or reducing insignificant cost.



3. Debottlenecking

The next step of ABC XY change management integration process is debottlenecking. Debottlenecking means solve any obstacle that may arise in integration process. And it should change the unproductive behavior or process. For example: create better work structure, change the teams and work force, and simplify the workflow. The main goal from debottlenecking is improve any problem from machine, method, model, and people.

4. Change the symbol, Symbol of Change

Transformational change management needs to define the new integrated corporate culture. Meanwhile, corporate culture refer to intangible (vision, spirit, mission, habit, mindset) and tangible product (set of office, tools, work suit etc). The ABC XY integration teams should accelerate the transformation by changing the tangible culture. Creates new corporate symbol, jingle, wallpaper, motivational poster, are some example to change the corporate culture. The symbol represent the culture, if we change the symbol, it will change the culture.



Accenture University Student Competition Case 2

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