

CHANGE MANAGEMENT IN

DAM DIGITAL ASSET MANAGEMENT



Change is *inevitable*.

Though people do not like it.

DAM systems can be easy to change while people are not. Getting employees on board with changes takes time. Change management helps transition the workforce to adapt and embrace change (Shattuck, 2022). Employees should be provided with adequate training and support and have the opportunity to provide user feedback (Shattuck, 2022). This ongoing process leads to continuous improvement for DAM systems.

CHANGE MANAGEMENT

is the ongoing process of supporting employees through changes allowing them to adapt and excel.

BEFORE

- Understand impact of the change
- Inform employees of the change
- Create channel for user feedback

(Sunday, 2022)

DURING

- Provide employees with support
- Communicate and collect feedback
- Be open minded and answer questions

(Sunday, 2022)

AFTER

- Evaluate success of change based on metrics
- Analyze adoption rate & feedback collected
- Make improvements to DAM system and repeat

(Sunday, 2022)

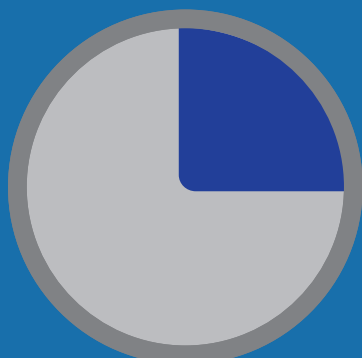
POOR

CHANGE MANAGEMENT

15%

CHANCE OF MEETING GOALS

(Prosci, 2018)



GREAT

CHANGE MANAGEMENT

93%

CHANCE OF MEETING GOALS

(Prosci, 2018)

