



FIRST FRIDAYS

CHANGE MANAGEMENT IN THE
SALESFORCE ECOSYSTEM





FIRST FRIDAYS

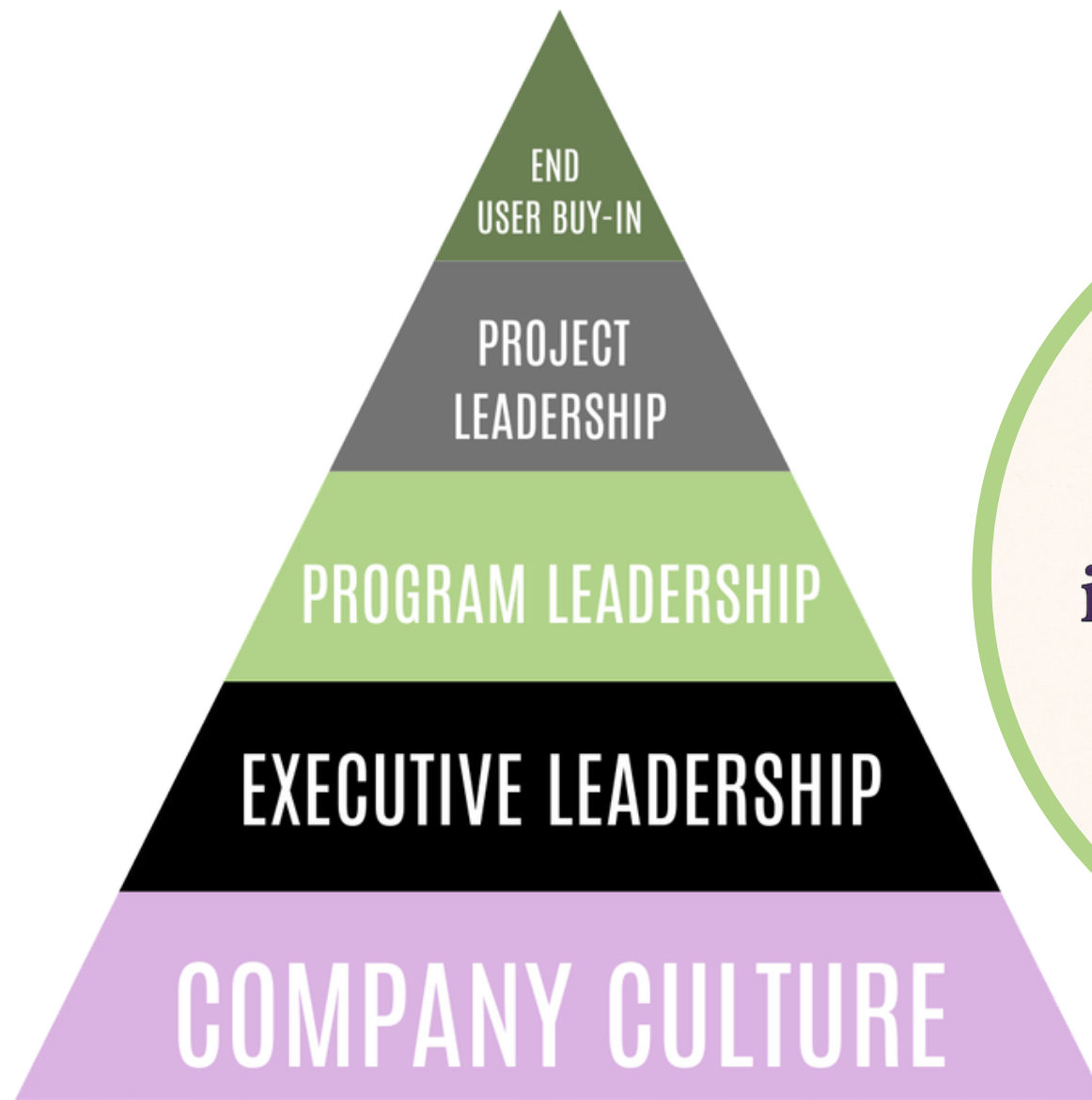
**Please fill out the Zoom surveys
at the end of this session to help
us with Season 3!**

May 1, 2026



SEASON 1 QUOTES

Quality Change
\$3-7 ROI



**Turn victims
into participants.**

Becca Morgan

**This is what
takes your
project the
last mile.**

– Darren Paladino

**Technology
isn't difficult;
change is.**

– Melissa Hill Dees

**Let's systematically
improve you and your
organization's work life**

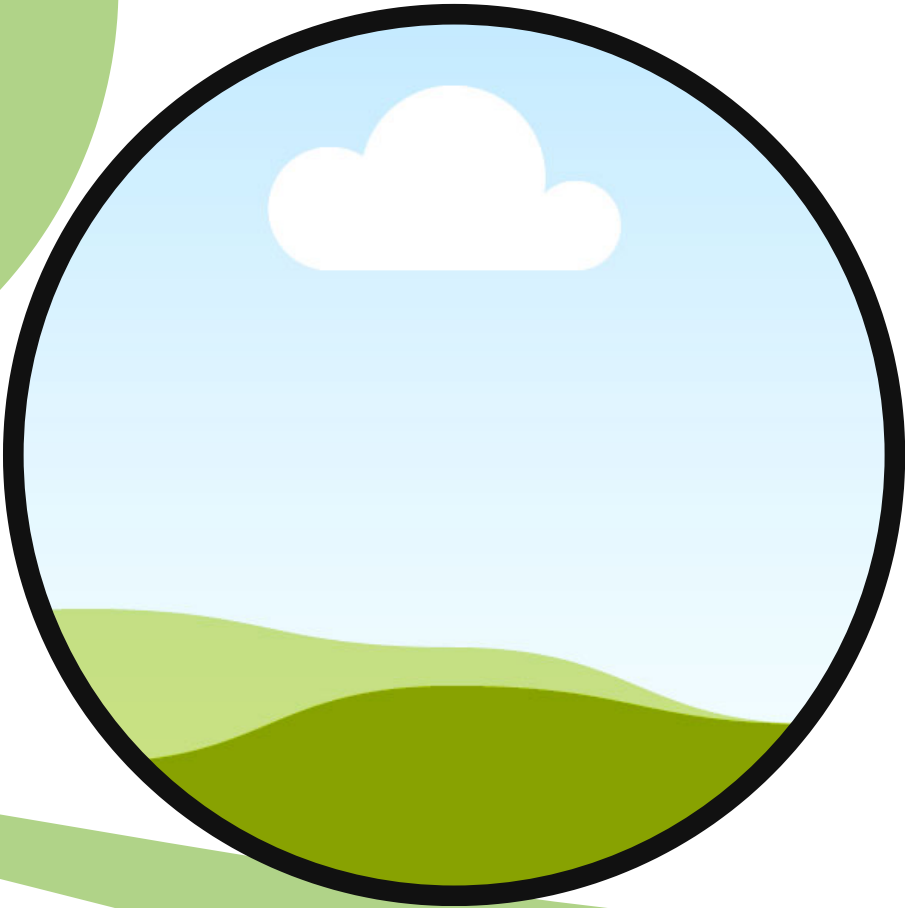
– The First Friday Team

**Prevent a
kindergarten
shitshow**

Mark Brandwein

SEASON 2 QUOTES

Quality Change
\$3-7 ROI





BEST TIME TO **NEGOTIATE** WITH SALESFORCE

~~End of Q4 and EOY: Jan 31~~
~~This is the best time for discounts!~~

~~End of Q1: April 30~~

End of Q2: July 31





FORCELANDIA TICKETS



July 29-30 in PDX

Tickets on sale!





ROI



FIRST FRIDAY: SEASON 2

Change Management for ROI (PEOPLE + TECHNOLOGY)



R
E
C
A
P

FIRST FRIDAY: Episode 5

User Acceptance Testing (UAT)

CLARITY DISSOLVES RESISTANCE

FIRST FRIDAY TEAM



MICHAEL BRANDWEIN
CO-FOUNDER & CEO AT ARTICHOKE

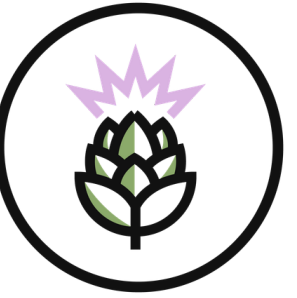


BRANDY NEWMAN
SALESFORCE PRODUCT MANAGER



MARK BRANDWEIN
CHANGE MANAGEMENT LEAD AT ARTICHOKE

FIRST FRIDAY TEAM



ALLIE BRANDWEIN
CO-FOUNDER & CMO AT ARTICHOKE



JOHN STUMPPFF
INDEPENDENT MARKETING STRATEGY CONSULTANT



Episode 6

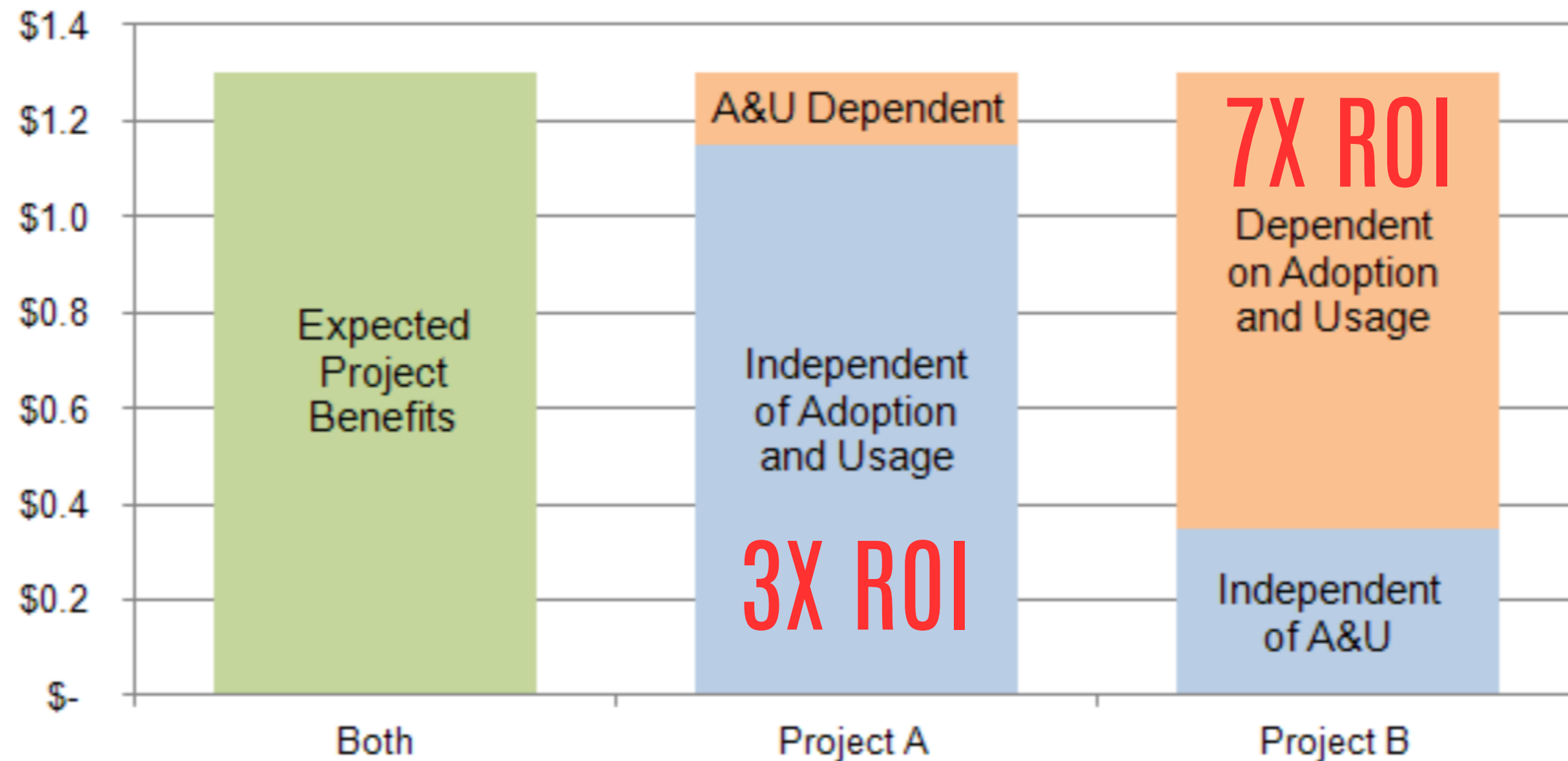
GO-LIVE





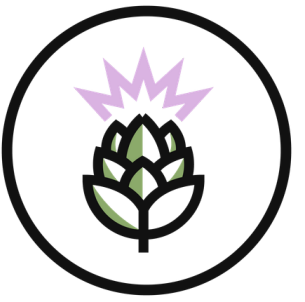
WHERE DOES **CHANGE** FIT IN THE CALCULATION?

How different project have different A&U dependent Benefits



Term: A&U = Adoption and Usage. A&U is the result of change management.

DEFINING CHANGE MANAGEMENT ROI

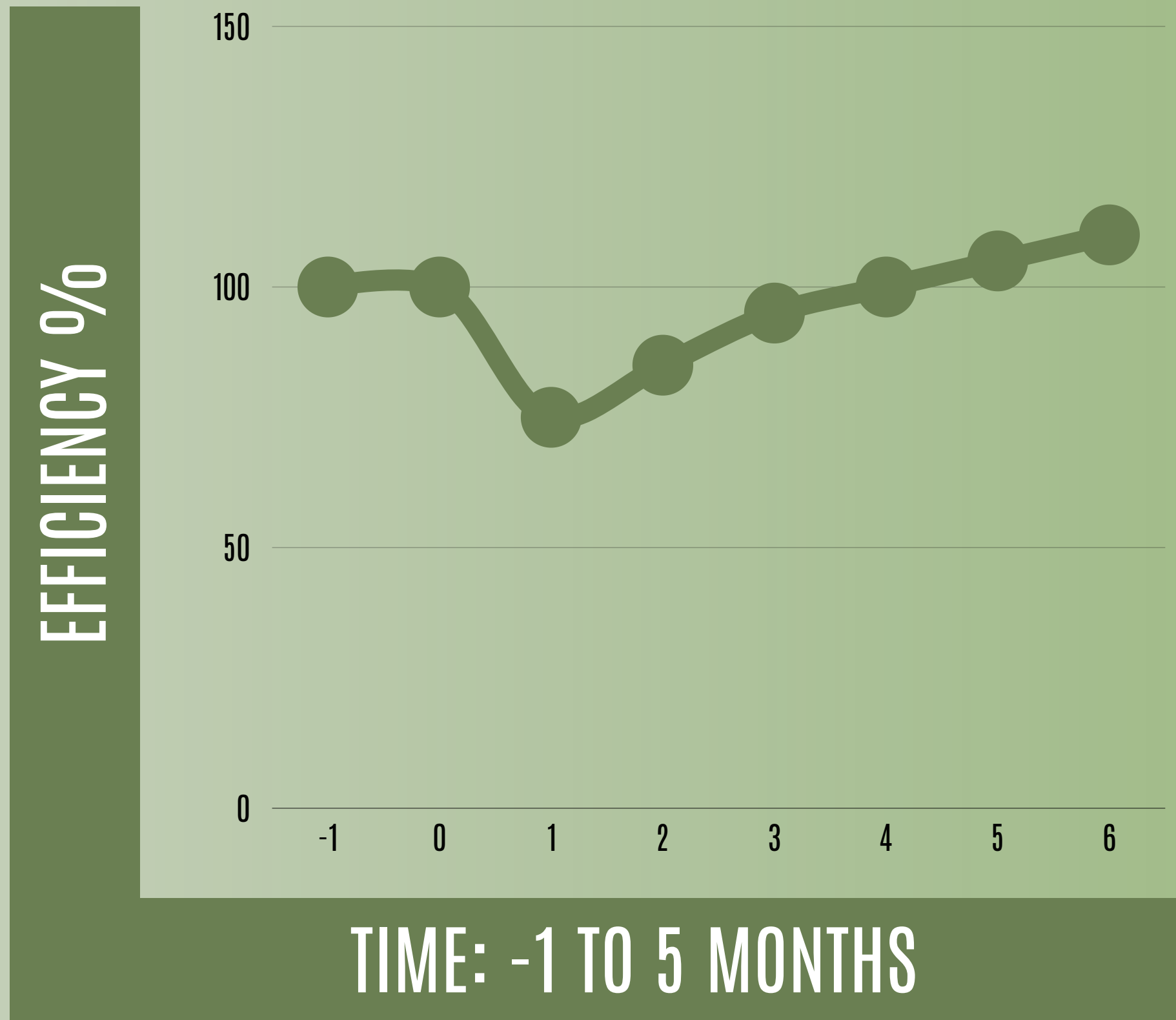


$$\text{CHANGE ROI} = \frac{\text{Expected Project Benefits} - \text{Project Costs}}{\text{Project Costs}}$$

WHAT DO WE KNOW?

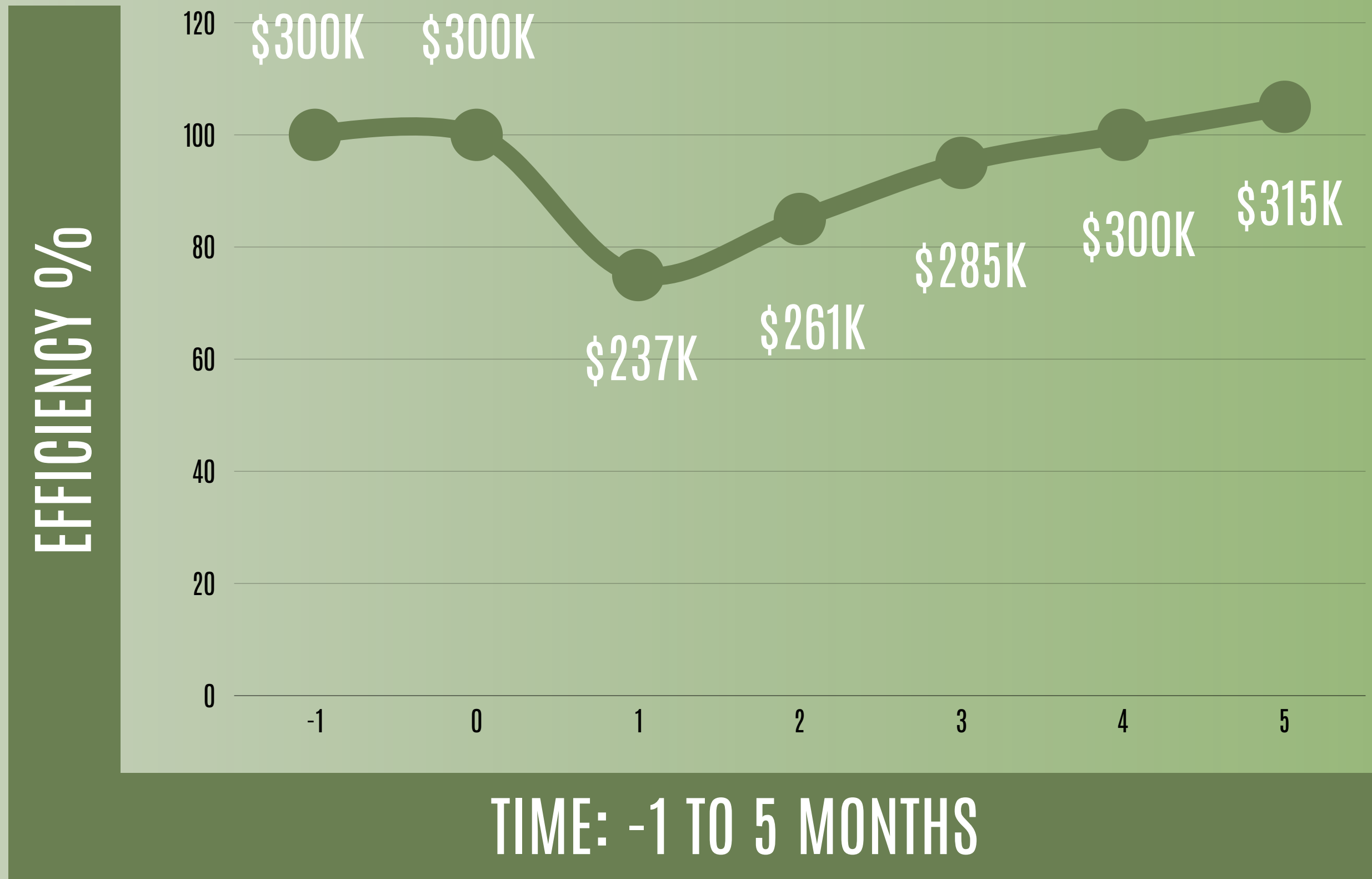
1. THE INVESTMENT IN THE IT CHANGE PROJECT
2. WHO IS USING THE SYSTEM, AND AVERAGE COST OF THEIR TIME
3. THE ASSUMED PRODUCTIVITY CURVE FOR AN IT CHANGE
4. THE AVERAGE ROI ON CHANGE SPEND





Here is a standard go-live end-user productivity curve

Without good change management, productivity dips an average of 25% in month 1, and climbs back to level at month 4



AN AVERAGE MID-MARKET
SALESFORCE
IMPLEMENTATION HAS
APPROX. \$300K OF
PRODUCTIVITY RUNNING
THROUGH IT

WITHOUT QUALITY CHANGE
YOU LOSE \$125-150K IN
PRODUCTIVITY

FOR CALCULUS FOLKS -
THIS IS THE AREA OF THE
DIP

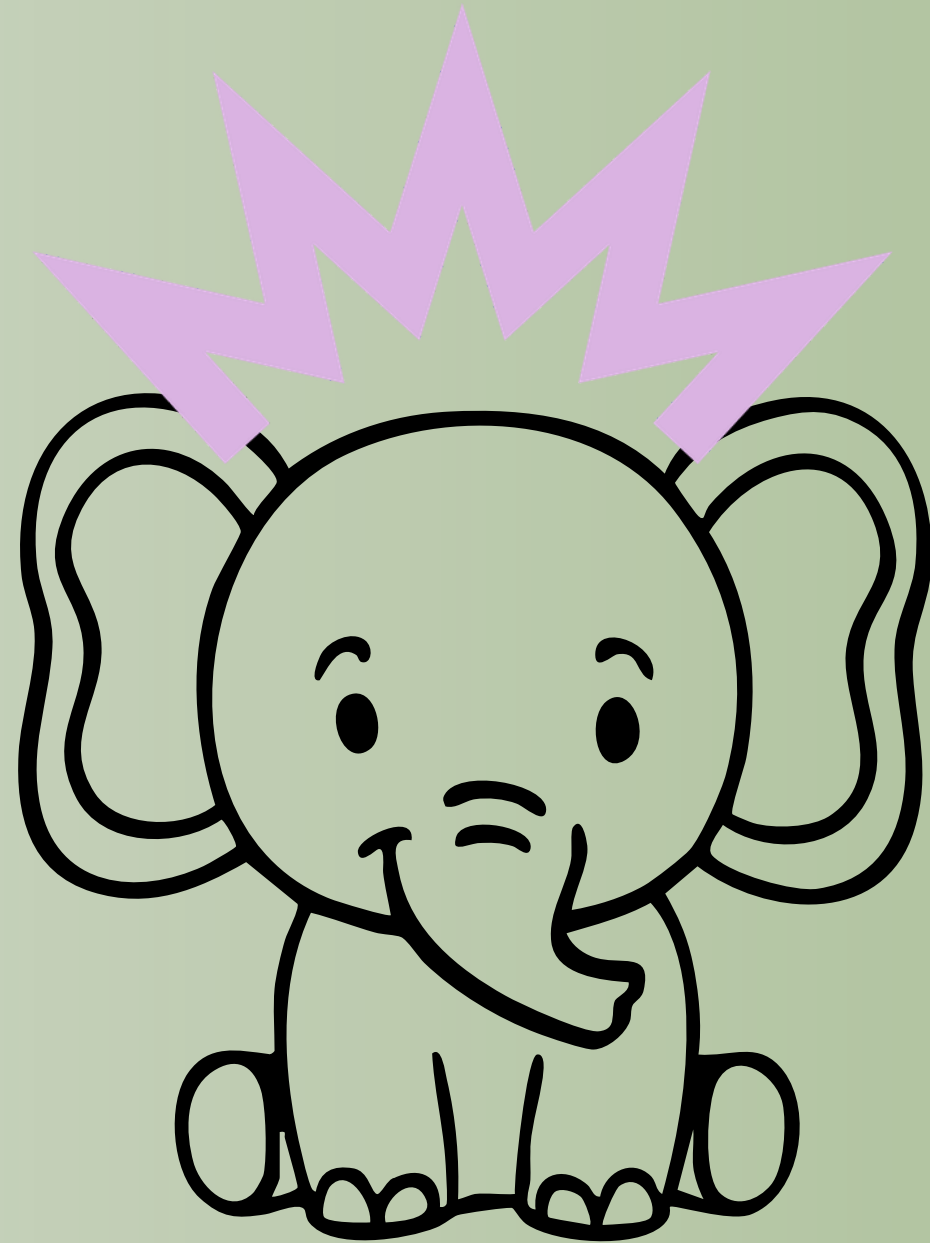
CALCULATOR

WHAT HAVE WE DONE IN SEASON 2?

WE NUDGED DOWN THE PATH OF LEAST
RESISTANCE



SEASON 1 EPISODE 2, NOV 2024: THE ELEPHANT, RIDER, AND THE PATH



THE RIDER – YOUR RATIONAL MIND. ANALYTICAL, PLANS AHEAD, BUT PRONE TO OVERTHINKING AND PARALYSIS WHEN DIRECTION ISN'T CLEAR.

THE ELEPHANT – YOUR EMOTIONAL SIDE. PROVIDES THE ENERGY AND MOTIVATION TO ACTUALLY MOVE, BUT CAN OVERPOWER THE RIDER WHEN IT'S SCARED, TIRED, OR UNMOTIVATED.

THE PATH – THE ENVIRONMENT AROUND BOTH. EVEN A WELL-DIRECTED, MOTIVATED RIDER AND ELEPHANT WILL STRUGGLE ON A BAD PATH, SO SHAPING THE SITUATION MAKES THE RIGHT BEHAVIOR EASIER.

NOV 7, 2025: STEADY STATE
WE LEARN WHERE TO LAY THE PATH WHILE THE
PLAN IS NOT FLYING



DEC 5, 2025: PLANNING AND DISCOVERY
THE RIDER AND ELEPHANT SEE THE VISION

**DEFINE
THE
CHANGE**



**CONDUCT AN
IMPACT
ASSESSMENT**



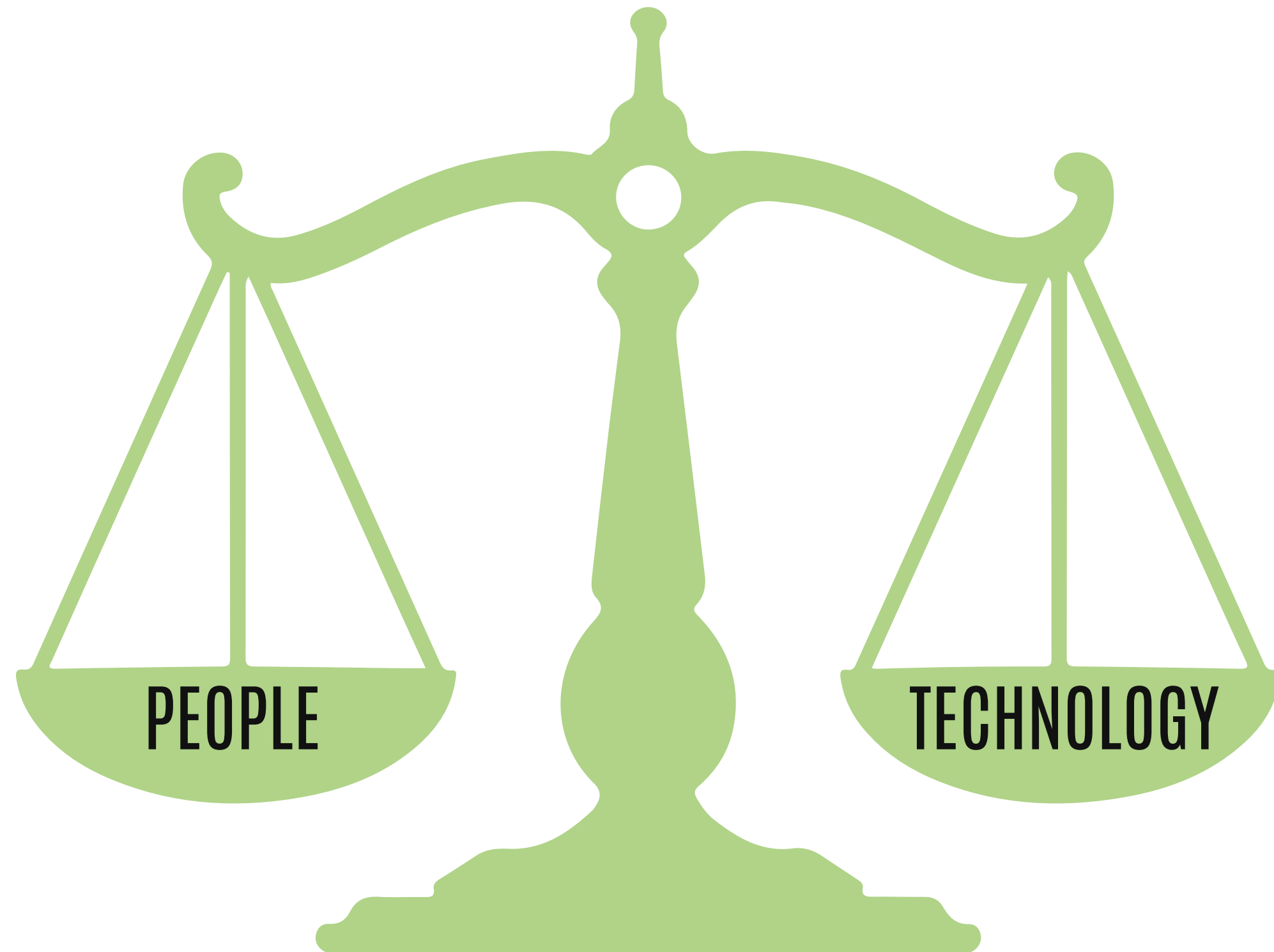
**IDENTIFY
STAKEHOLDERS**



**CREATE A
VISION &
STRATEGY**

FEB 6, 2026: REQUIREMENTS

WHAT NEEDS CHANGE? PEOPLE OR TECH?
WE BEGIN TO LAY THE PATH



MAR 6, 2026: DEMOS

WE MAKE THE ELEPHANT
COMFORTABLE ON THE NEW PATH

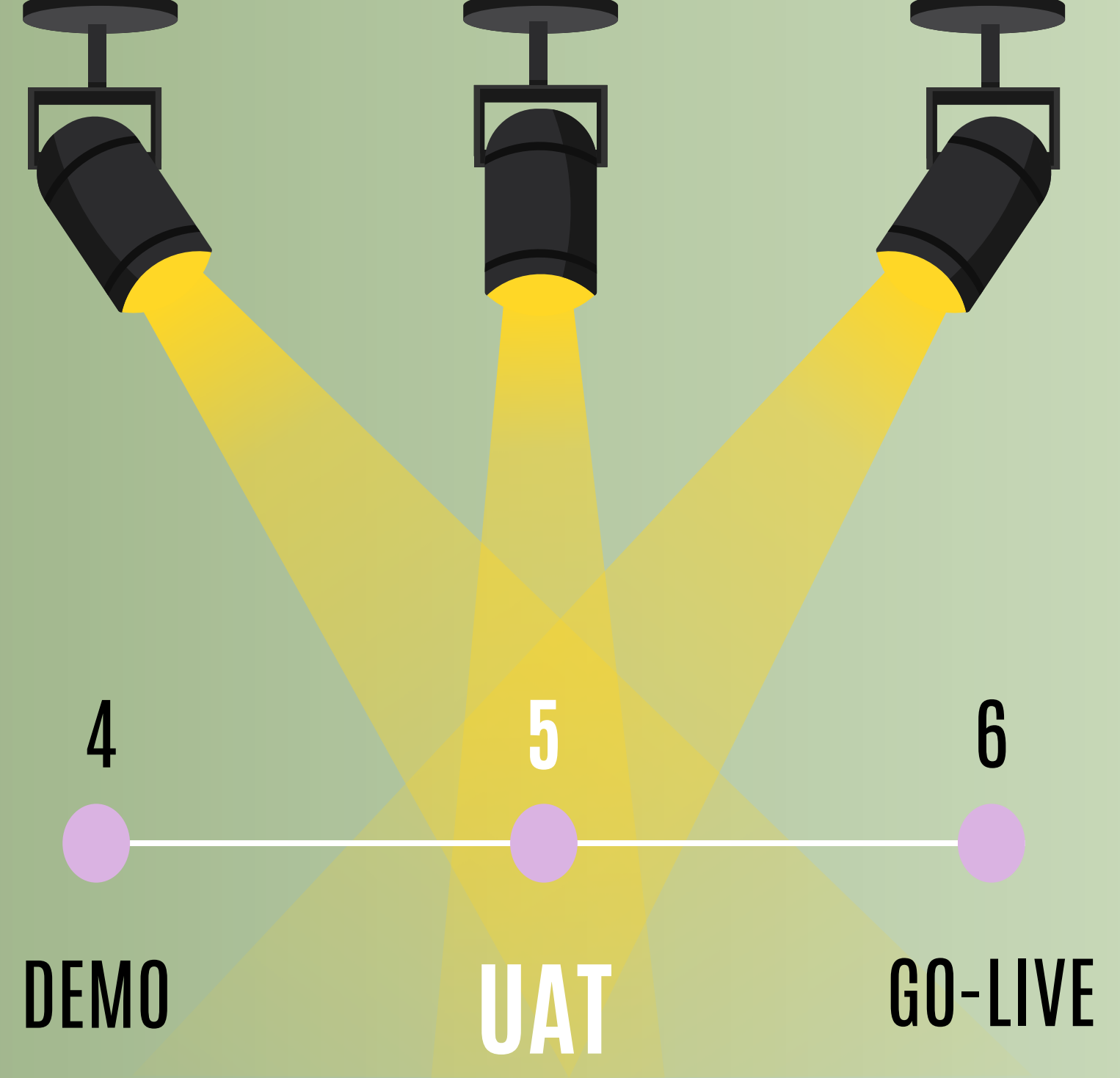
**INCLUSION DRIVES
OWNERSHIP &
REDUCES RESISTANCE**



APR 3, 2026: UAT

THE LIGHTS ARE BRIGHT

IF WE HAVEN'T MADE THE PATH
CLEAR, WE WILL SCARE THE
ELEPHANT AWAY





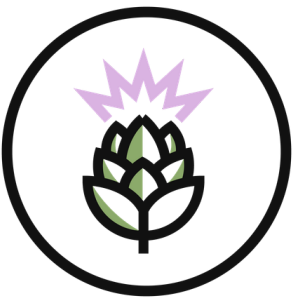
SEASON 3!

VIDEO GAME



DISCUSSION

THE BREWERY OF CHANGE MANAGEMENT HELL



GREAT
BUILD, LOW
ADOPTION

TRAINING
CREATED
TOO LATE

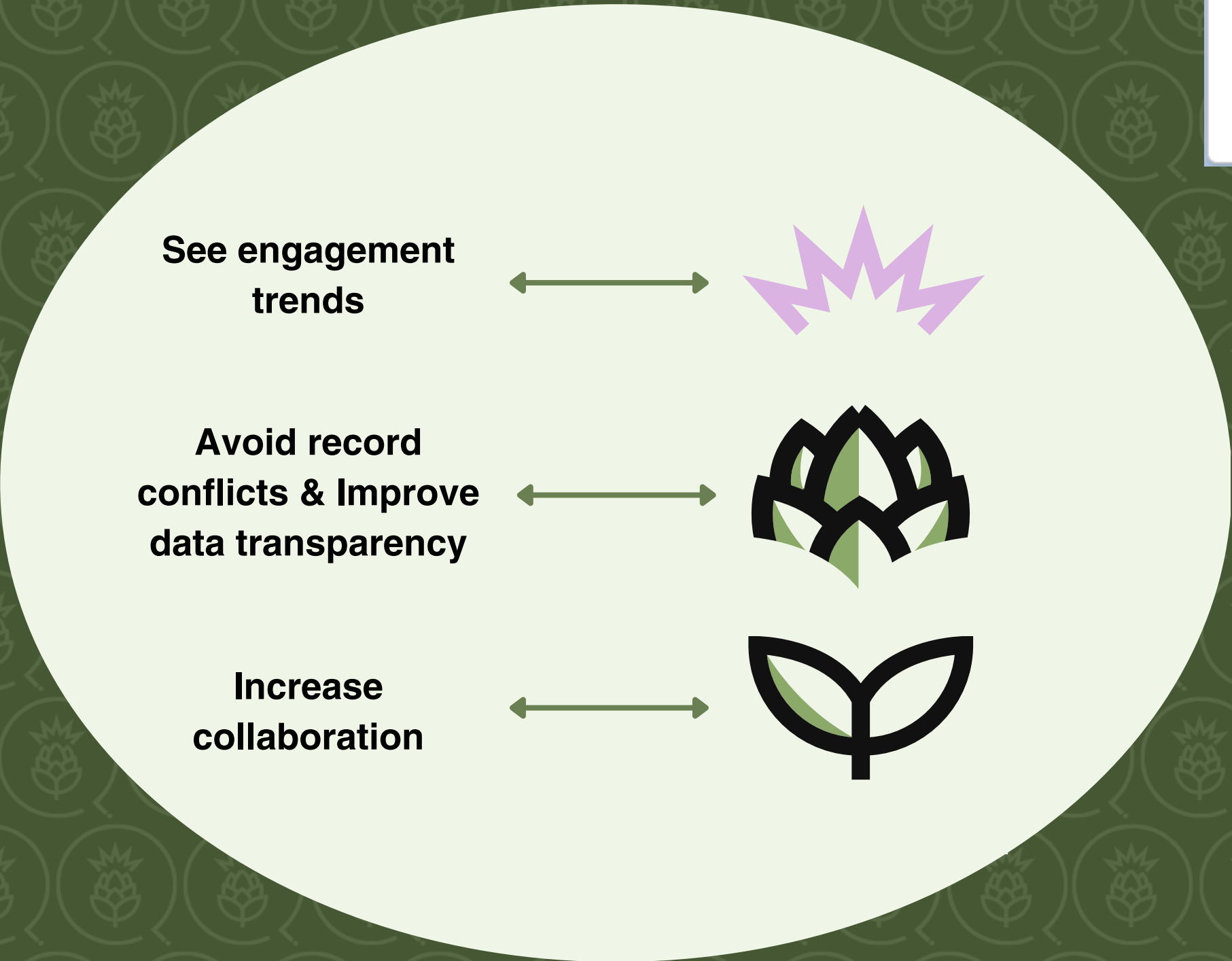
COMMS NOT
READY FOR
UAT PHASE

STAKEHOLDER
CONFUSION

PANIC OVER
GO-LIVE

FEELS LIKE
PROJECT IS
“BEING DONE
TO THEM”

RECORD PRESENCE: WHO'S ON MY RECORD



Record Viewing History

Name	View Count	Latest View Date
Arty Apps	8	2025-06-04 8:44 AM
Thistle Apps	1	2025-06-04 9:36 AM

Users Viewing this Account Record

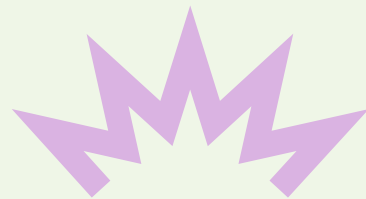
- Arty Apps - Last Viewed: 9:36 AM - View
- Thistle Apps - Last Viewed: 9:40 AM - View



WE COULD USE YOUR ADVICE



Record Presence
being a useful
tool



Updates made to
Record Presence



Review App
for 15min



We are looking to interview 15
Salesforce Admins and end
users to walk through our app
and provide honest feedback.

Interested in **participating**? Let
us know!



FIRST FRIDAY SEASON 2 FINAL SESSION

- **Friday May 1: Go-live**



REGISTER HERE & INVITE OTHERS