



FIRST FRIDAYS

CHANGE MANAGEMENT IN THE SALESFORCE ECOSYSTEM

February 6, 2026



SEASON 1 QUOTES

Quality Change
\$3-7 ROI



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

– Darren Paladino

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

– Melissa Hill Dees

**Turn victims
into participants.**

Becca Morgan

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

– The First Friday Team

**Prevent a
kindergarten
shitshow**

Mark Brandwein



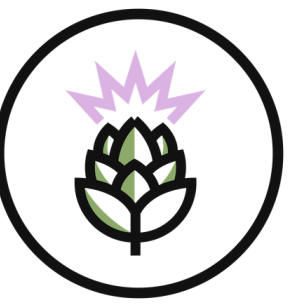
BEST TIME TO **NEGOTIATE** WITH SALESFORCE

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

End of Q1: April 31

End of Q2: July 31





FORCELANDIA CALL FOR SPEAKERS

**Opens on Valentine's Day,
and is open
through St. Patrick's Day!**





ROI



FIRST FRIDAY: SEASON 2

Change Management for ROI (PEOPLE + TECHNOLOGY)



R
E
C
A
P

FIRST FRIDAY: Episode 2

Planning & Discovery

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"



FIRST FRIDAY SEASON 2

- **Friday March 6: Demo + Prototypes**
- **Friday April 3: UAT**
- **Friday May 1: Go-live**



REGISTER HERE & INVITE OTHERS

FIRST FRIDAY TEAM



MICHAEL BRANDWEIN
CO-FOUNDER & CEO AT ARTICHOKE

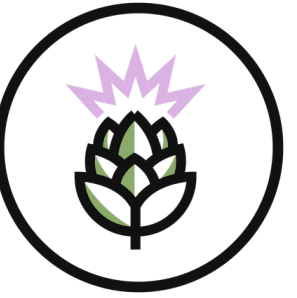


BRANDY NEWMAN
SALESFORCE PRODUCT MANAGER AT CHANGENT



MARK BRANDWEIN
CHANGE MANAGEMENT LEAD AT ARTICHOKE

FIRST FRIDAY TEAM



ALLIE BRANDWEIN
CO-FOUNDER & CMO AT ARTICHOKE



JOHN STUMPPF
INDEPENDENT MARKETING STRATEGY CONSULTANT



Episode 3

Requirements

Gathering

STAGES OF A SALESFORCE IMPLEMENTATION

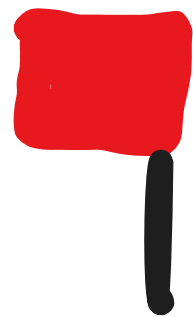


DISCOVERY

REQUIREMENTS

BUILD

IS CM WORKING, OR NOT?



DEMO

TRAINING

GO-LIVE

STAGES OF A SALESFORCE IMPLEMENTATION



DISCOVERY

SALES TEAM'S REQUIRED MORNING TASKS
BEFORE 10AM:

- 1) REVIEW VOICEMAILS
- 2) RESPOND TO URGENT MESSAGES
- 3) CREATE TASK LIST FOR CALL CENTER TEAM

REQUIREMENTS

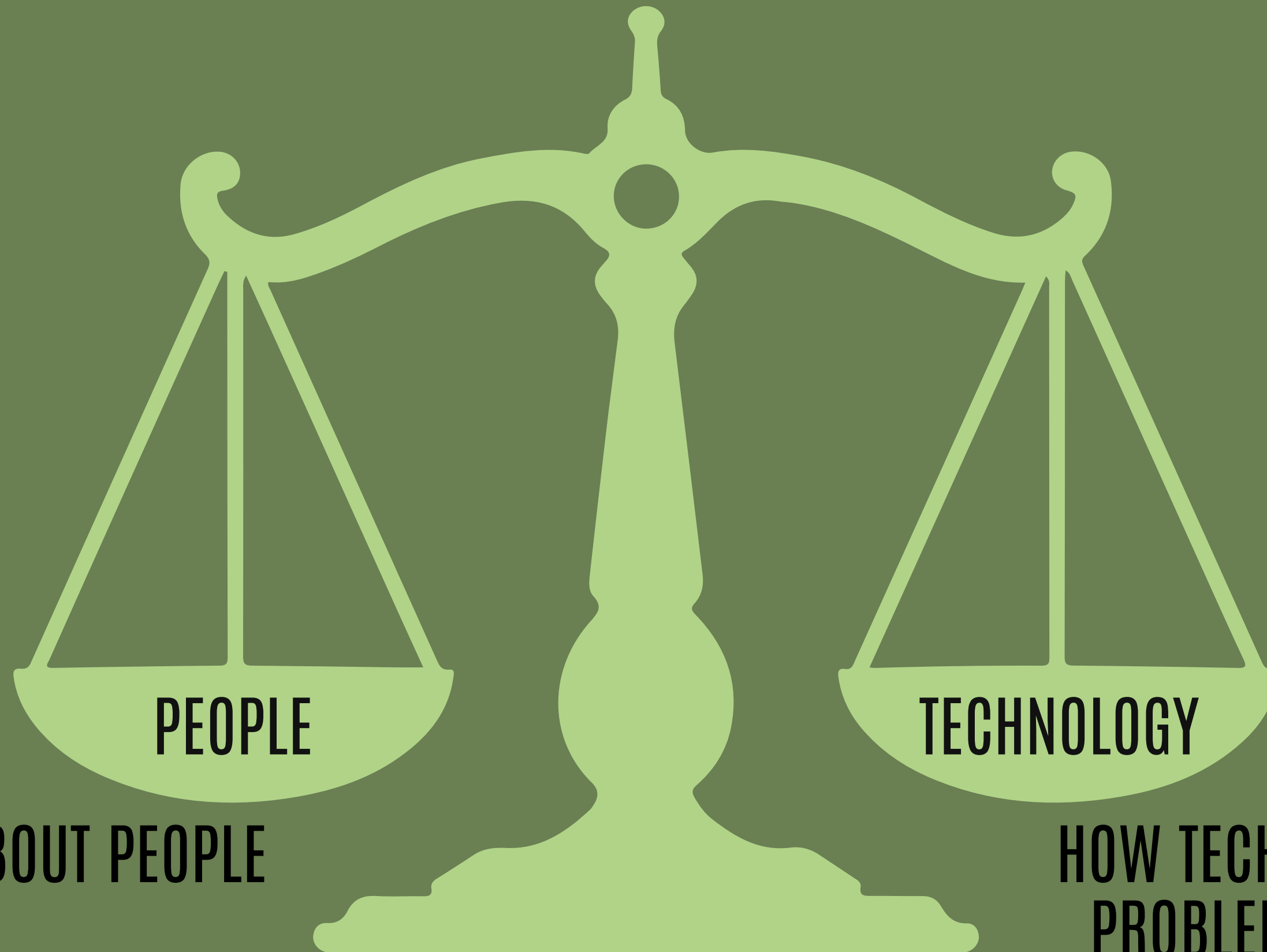
BUILD

DEMO

TRAINING

GO-LIVE

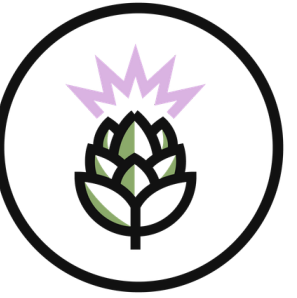
BALANCING PEOPLE + TECHNOLOGY



WHAT WE LEARN ABOUT PEOPLE

HOW TECHNOLOGY SOLVES
PROBLEMS FOR PEOPLE

MY DEFINITION OF REQUIREMENTS



**Requirements: Translating
discovery into technical
solutions that solve
problems **FOR PEOPLE.****

Key Phrase
“SO THAT”

STAGES OF A SALESFORCE IMPLEMENTATION



DISCOVERY

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REQUIREMENTS

BUILD A DASHBOARD TO ORGANIZE

- 1) VOICEMAILS
- 2) URGENT MESSAGES
- 3) CALL CENTER TASKS

SO THAT THE SALES TEAM CAN FINISH THEIR
MORNING TASKS BEFORE 10AM

BUILD

DEMO

TRAINING

GO-LIVE

STAGES OF A SALESFORCE IMPLEMENTATION



DISCOVERY

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BUILD

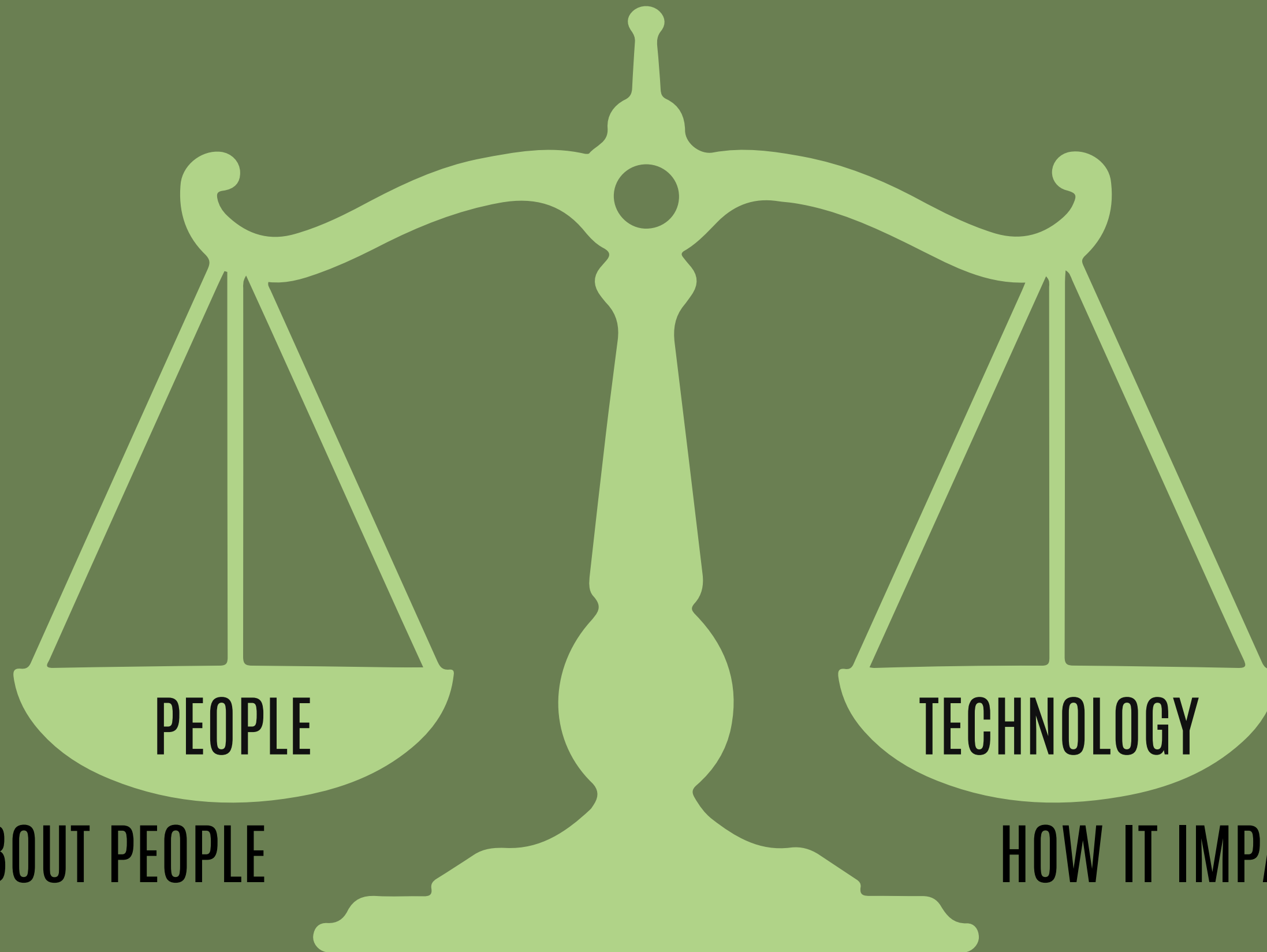
TEST AS PROXY

DEMO

TRAINING

GO-LIVE

BALANCING PEOPLE + TECHNOLOGY



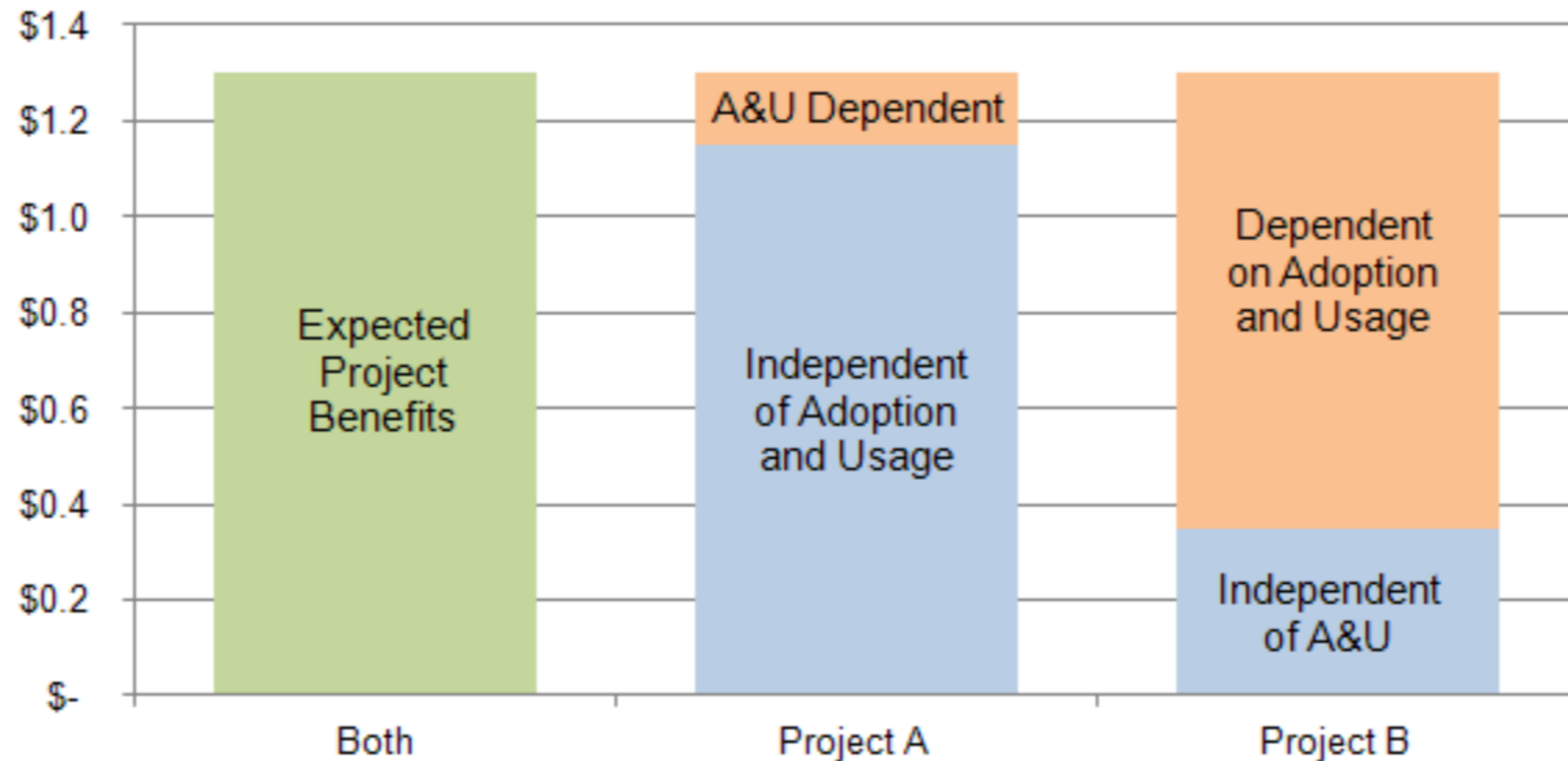
WHAT WE LEARN ABOUT PEOPLE

HOW IT IMPACTS THE WAY THEY
WORK



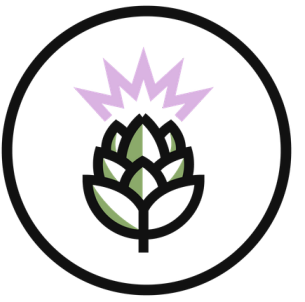
WHERE DOES **CHANGE** FIT IN THE CALCULATION?

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



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



Episode 4 March 6

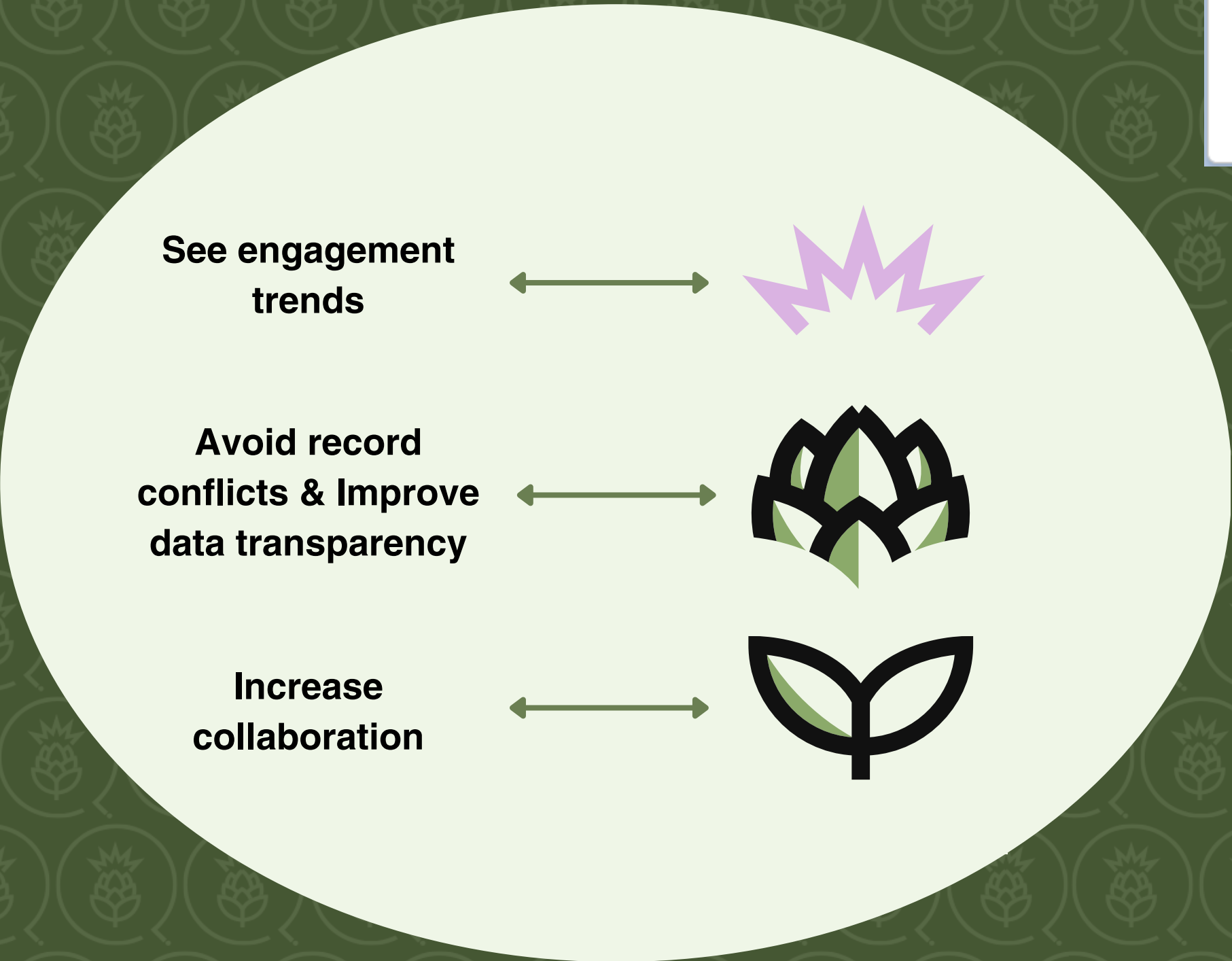
Demo +

Prototypes



DISCUSSION

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





FIRST FRIDAY SEASON 2

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