



FIRST FRIDAYS

CHANGE MANAGEMENT IN THE SALESFORCE ECOSYSTEM

March 6, 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



BEST TIME TO **NEGOTIATE** WITH SALESFORCE

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

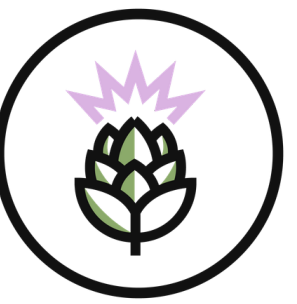
End of Q1: April 31

End of Q2: July 31





FORCELANDIA CALL FOR SPEAKERS



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 3

Requirements Gathering

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

Key Phrase
“SO THAT”



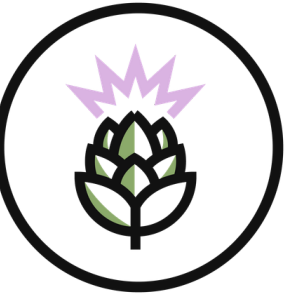
FIRST FRIDAY SEASON 2

- Friday April 3: UAT
- Friday May 1: Go-live



REGISTER HERE & INVITE OTHERS

FIRST FRIDAY TEAM



MICHAEL BRANDWEIN
CO-FOUNDER & CEO AT ARTICHOKE

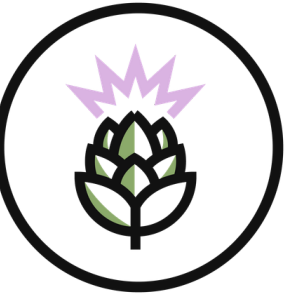


BRANDY NEWMAN
SALESFORCE PRODUCT MANAGER



MARK BRANDWEIN
CHANGE MANAGEMENT LEAD AT ARTICHOKE

FIRST FRIDAY TEAM



ALLIE BRANDWEIN
CO-FOUNDER & CMO AT ARTICHOKE

JOHN STUMPF
INDEPENDENT MARKETING STRATEGY CONSULTANT





Episode 4

DEMO +

PROTOTYPES

ABSTRACT STRATEGY



TANGIBLE ENGAGEMENT

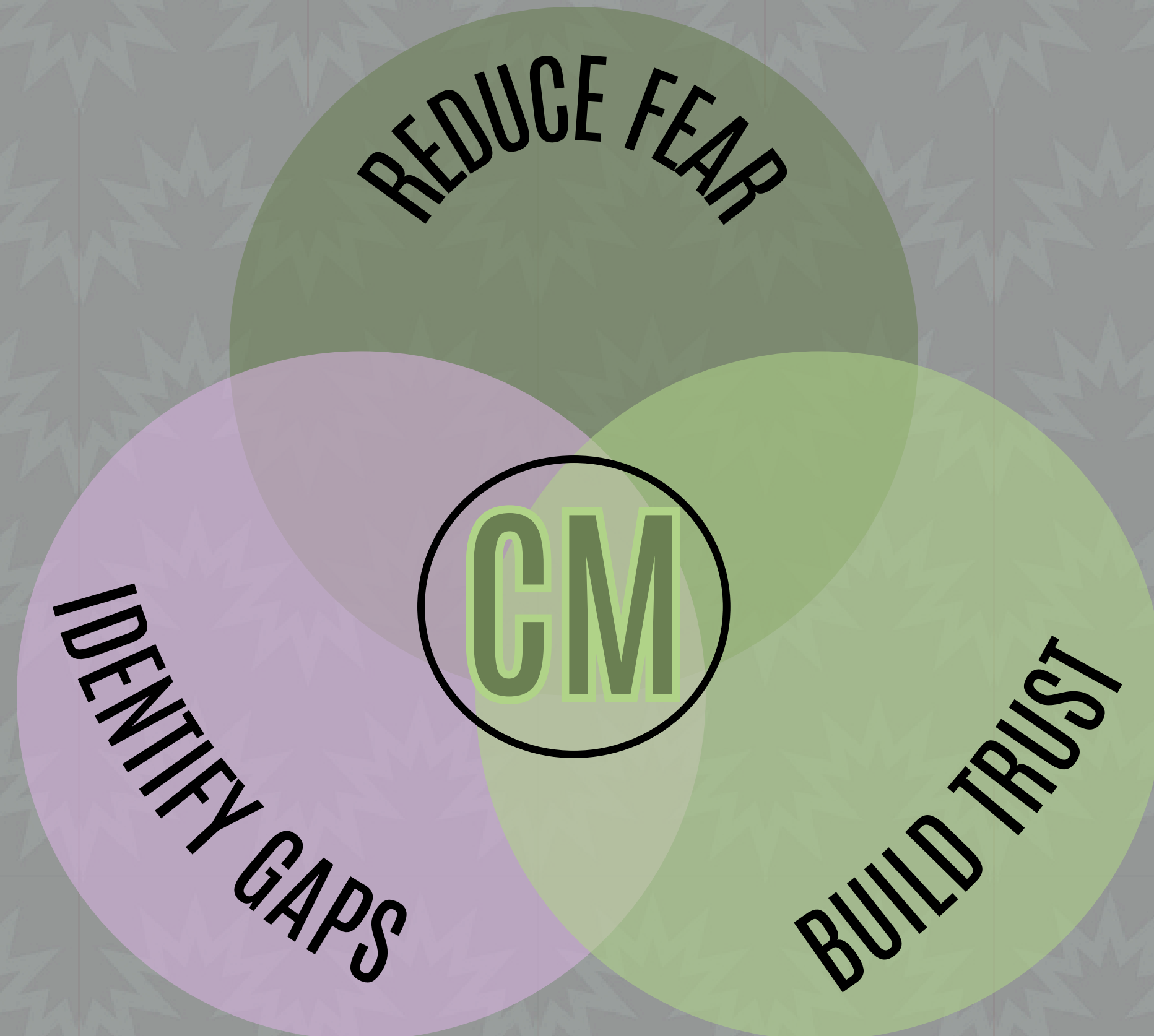
CHANGE MANAGEMENT IN THIS PHASE CENTERS ON:

**ACCELERATING
USER BUY-IN**

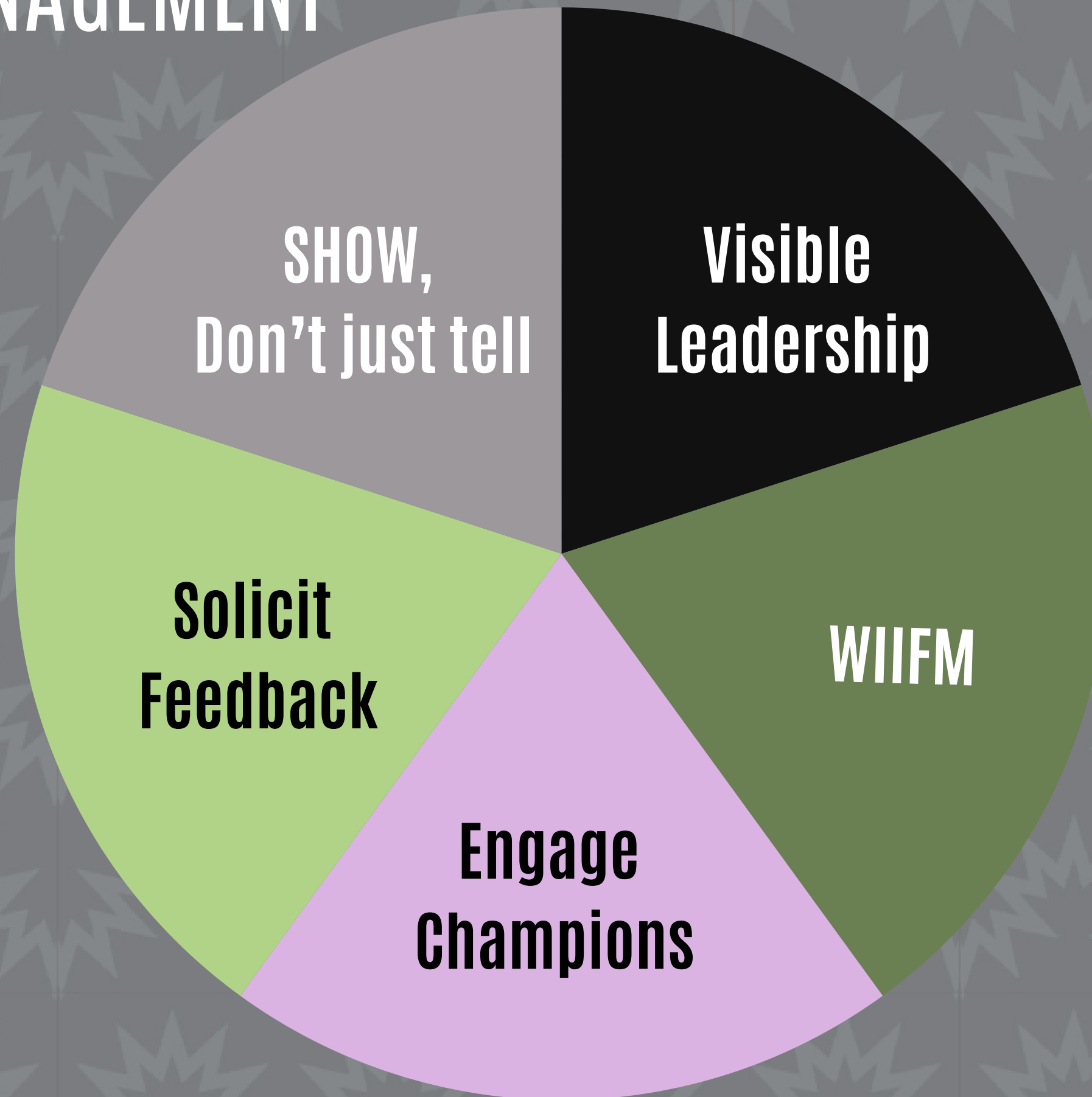
**REDUCING
RESISTANCE**

**VALIDATING
WORKFLOWS**

STRATEGIC GOALS DURING PROTOTYPING



KEY CHANGE MANAGEMENT ACTIONS



VISIBLE LEADERSHIP SUPPORT

Ensure executive sponsors participate:

- Attend Key Demo Sessions
- Willing to participate in Key Communications
- Advocate at the Executive level



CHANGE CHAMPIONS

Engage “**Super Users**”
& “**Change Champions**”
Early



SHOW, DON'T JUST TELL: INTERACTIVE DEMOS & PROTOTYPES

- Demonstrate solution to user pain points
- Tailor to specific audiences
- Showcase future state & contrast with current pain points



STAKEHOLDER FEEDBACK LOOPS

**INCLUSION DRIVES
OWNERSHIP &
REDUCES RESISTANCE**



W HAT'S

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Tailor the “WHY”
for specific users

BRINGING IT ALL TOGETHER

‘KEY CM ACTIVITIES’ ENSURE

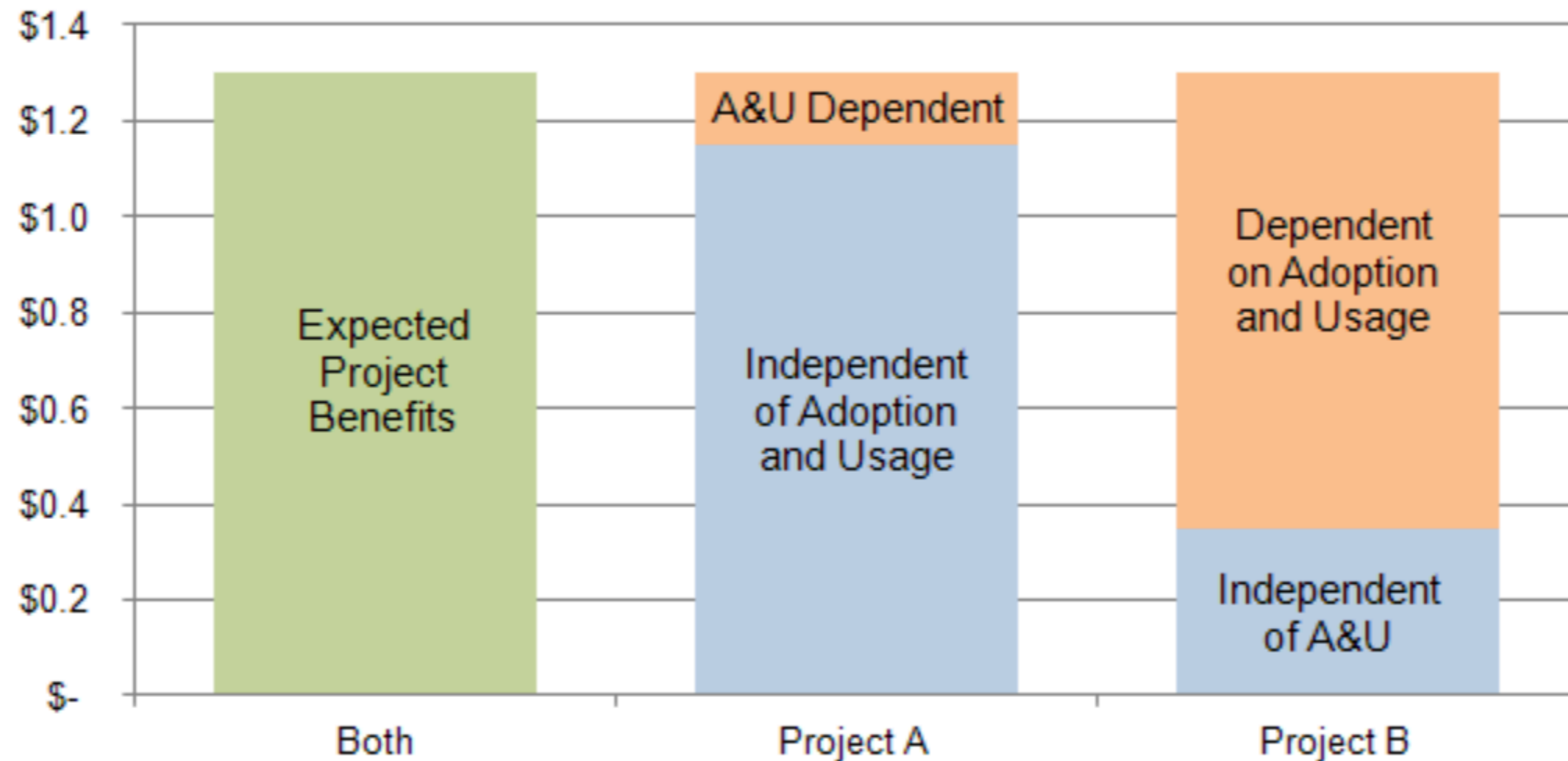
- ‘Technical solutions’ align with ‘business culture’
- End users are prepared for the coming transition
- Helps identify resistance before development begins





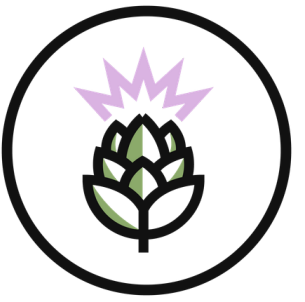
WHERE DOES **CHANGE** FIT IN THE CALCULATION?

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

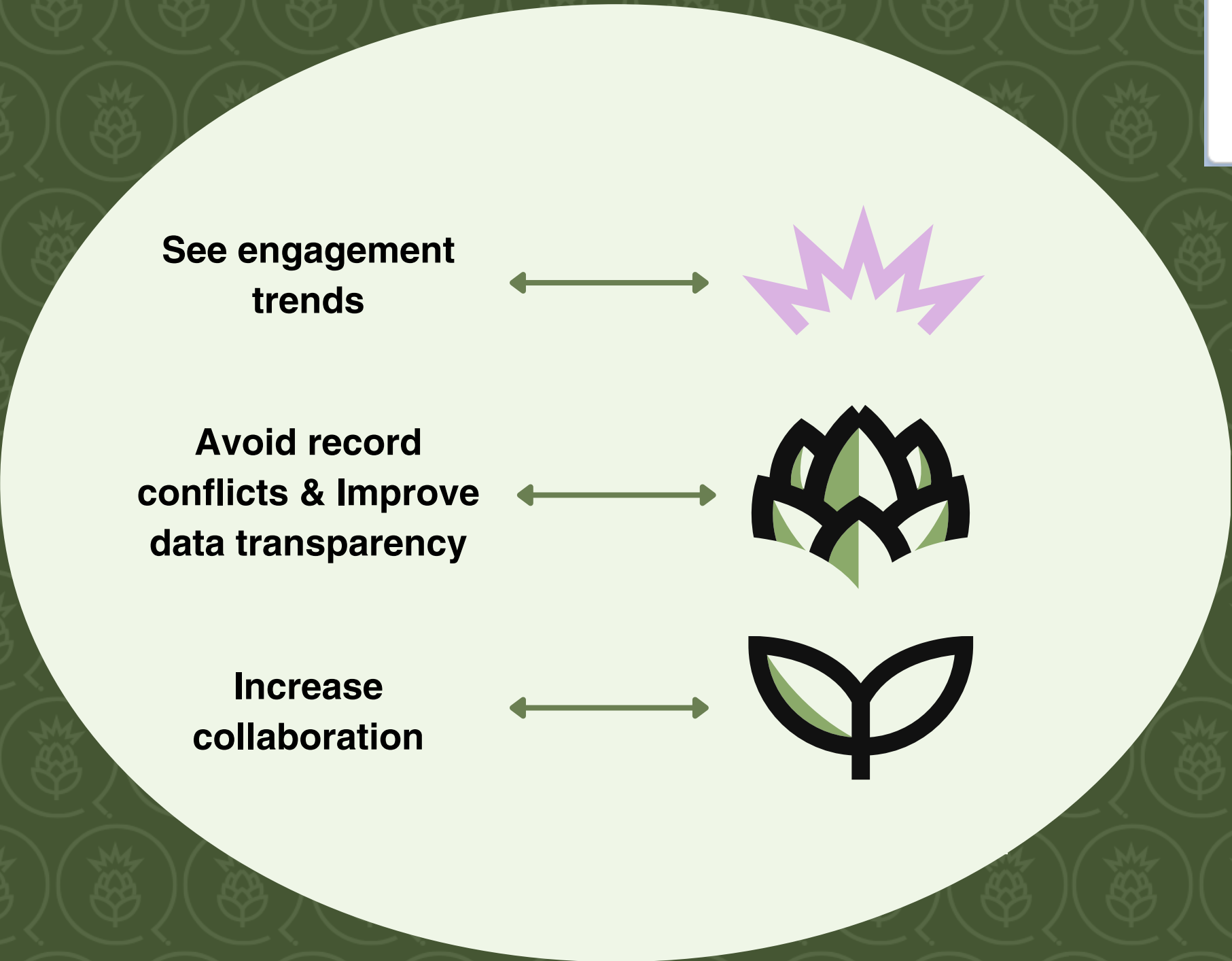


$$\text{Project ROI} = \frac{\text{Expected Project Benefits} - \text{Project Costs}}{\text{Project Costs}}$$



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



RECORD PRESENCE: WHO'S ON MY RECORD



Question: If you could see who's recently viewed a record, what's the first problem you'd solve?

A Show leadership I'm working

C Stop doubling up work

B Spot ignored Opportunities

D Track if UAT is actually happening





Episode 5 April 3

USER ACCEPTANCE TESTING





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