



FIRST FRIDAY: CHANGE MANAGEMENT IN THE SALESFORCE ECOSYSTEM

FIRST FRIDAY QUOTE BOARD



PREVENT A KINDERGARTEN SHITSHOW

“

Technology isn't difficult;
change is.

—
Melissa Hill Dees

**TURN VICTIMS INTO PARTICIPANTS
~ BECCA MORGAN**

UPCOMING EVENTS

1. True North Dreamin'

Apr 27-28, 2025

2. Forcelandia (Portland, OR)

Aug 20-21, 2025

Call for speakers open through April 7

Tickets will go on sale around April 7. If your company can swing it, \$500 VIP tickets will be on sale this year!

3. Mile High Dreamin' (Denver, CO)

Aug 27-28, 2025

4. Dreamforce (San Francisco, CA)

Oct 14-16, 2025, Sign-up for the 999\$ early bird tickets list now

Michael's first Dreamforce :D



APRIL 2025 LESSONS FROM NON-IT CHANGE METHODOLOGIES

AGENDA

Topic	Time	Presenter
Intro, Pyramid of Change	9:00 - 9:10	Michael
Change Methodologies: We have heard of these, but what really are they?	9:10 - 9:25	Andrew
Lessons from non-IT methodologies	9:25 - 9:35	Michael
5 Trends shaping change management in 2025	9:35 - 9:45	Andrew
Open discussion, Next Month's Topic Options	9:46 - 10:00	All
Open office hours	10:00-11:00	Michael
Happy Friday	11:01 - 5:00	The group

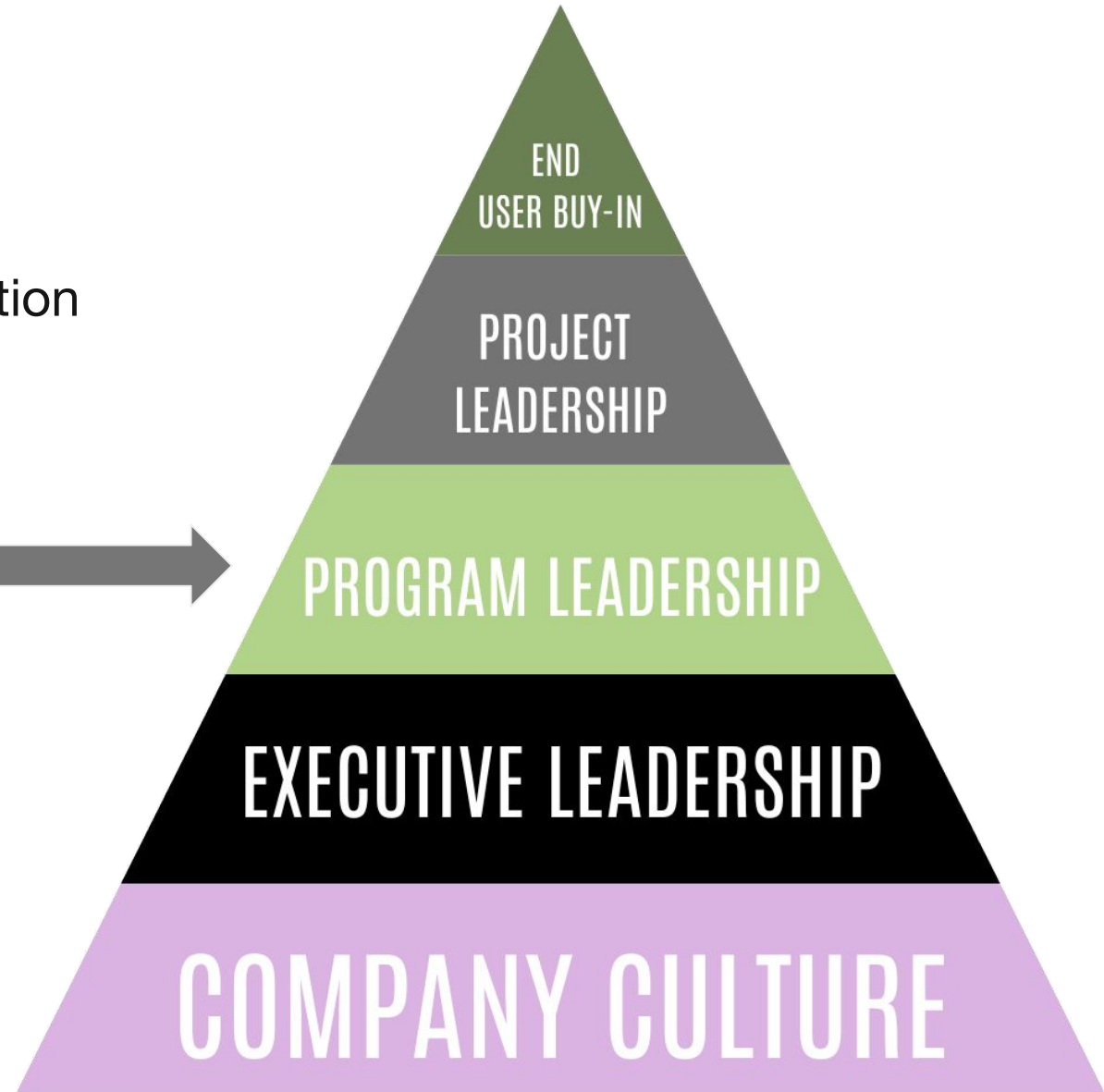
Feel free to hop in with questions or comments at any time!

PYRAMID OF CHANGE

Different change management tactics are required at different levels of the organization



Lessons from non-IT change management methodologies can be implemented at the program level and up





About

Andrew Ourique is a recognized expert in people strategy and organizational change management with over a decade of experience guiding organizations through complex transformations. He is the Principal Consultant and Founder of Reroute Consulting Inc., a boutique consultancy specializing in change management and dedicated to helping organizations achieve sustainable success.

Andrew's expertise spans Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM) platform implementations, mergers and acquisitions (M&As), operating model redesign, performance management, talent strategy development and more.

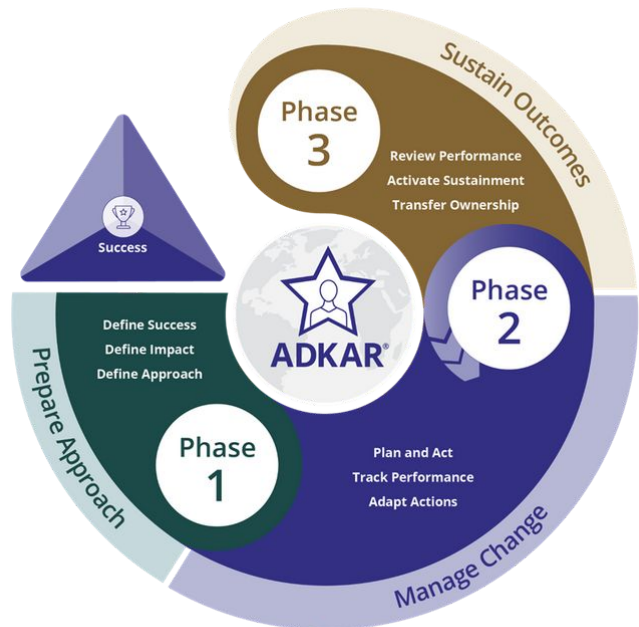
www.rerouteconsulting.com



Andrew Ourique, MBA
Founder & Principal Consultant
Reroute Consulting Inc.

The Prosci Methodology is an Enabling
Framework for Managing the People
Side of Change

Prosci Methodology



Based on over 20 years of research, the Prosci Methodology takes what we know about people, change and results and organizes it into a simple, repeatable, process practitioners can apply to create change management strategies and plans that increase adoption and usage on a particular initiative.

ADKAR element	Definition	What you hear
(A) Awareness	Of the need for change	"I understand why..."
(D) Desire	To participate and support the change	"I have decided to..."
(K) Knowledge	On how to change	"I know how to..."
(A) Ability	To implement required skills and behaviors	"I am able to..."
(R) Reinforcement	To sustain the change	"I will continue to..."

Harvard Business School Professor John Kotter, lays out eight stages all companies must go through to manage change effectively.

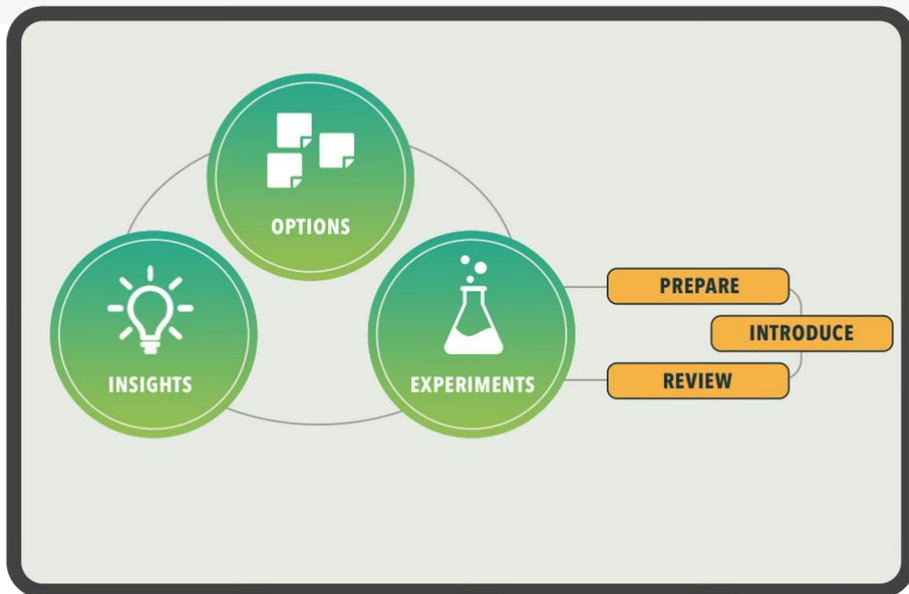
Kotter's 8-Step Model of Change



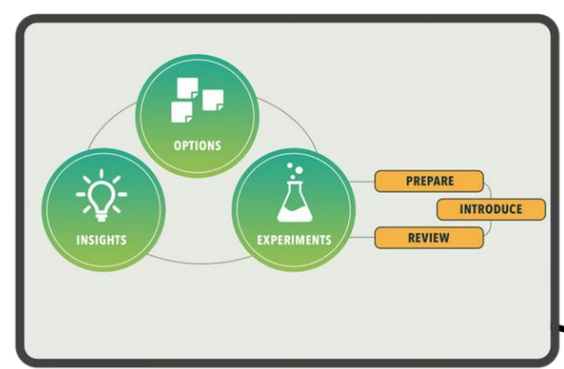
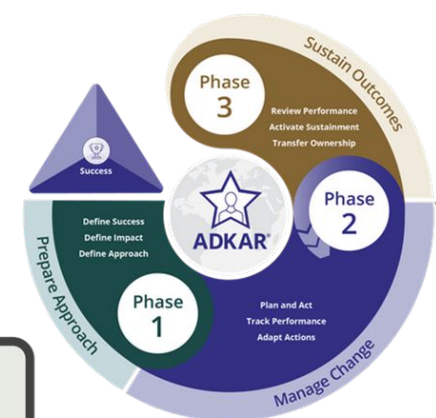
"Over four decades, Dr. Kotter observed countless leaders and organizations as they were trying to transform or execute their strategies. He identified and extracted the common success factors and documented them as the 8 Steps for Leading Change."

An Agile Approach to Change Management; Shift from push-based change management to pull-based

Lean Change Management



Lean Change Management is an adaptive approach to organizational change and change management that integrates principles from Lean Startup, Agile methodologies, and Design Thinking. Lean Change emphasizes continuous feedback, collaboration, and iterative improvements to effectively manage change within organizations





SCENE

TAKE

ROLL

DATE

SOUND

PROD.CO.

DIRECTOR

RAMAN

Complexity Theory

This concept of simple, complicated, and complex problems was first introduced to me by Rick Nason, a Professor of Enterprise Risk Management at Dalhousie University and author of the book,

It's Not Complicated: The Art and Science of Complexity in Business

1 Simple Systems

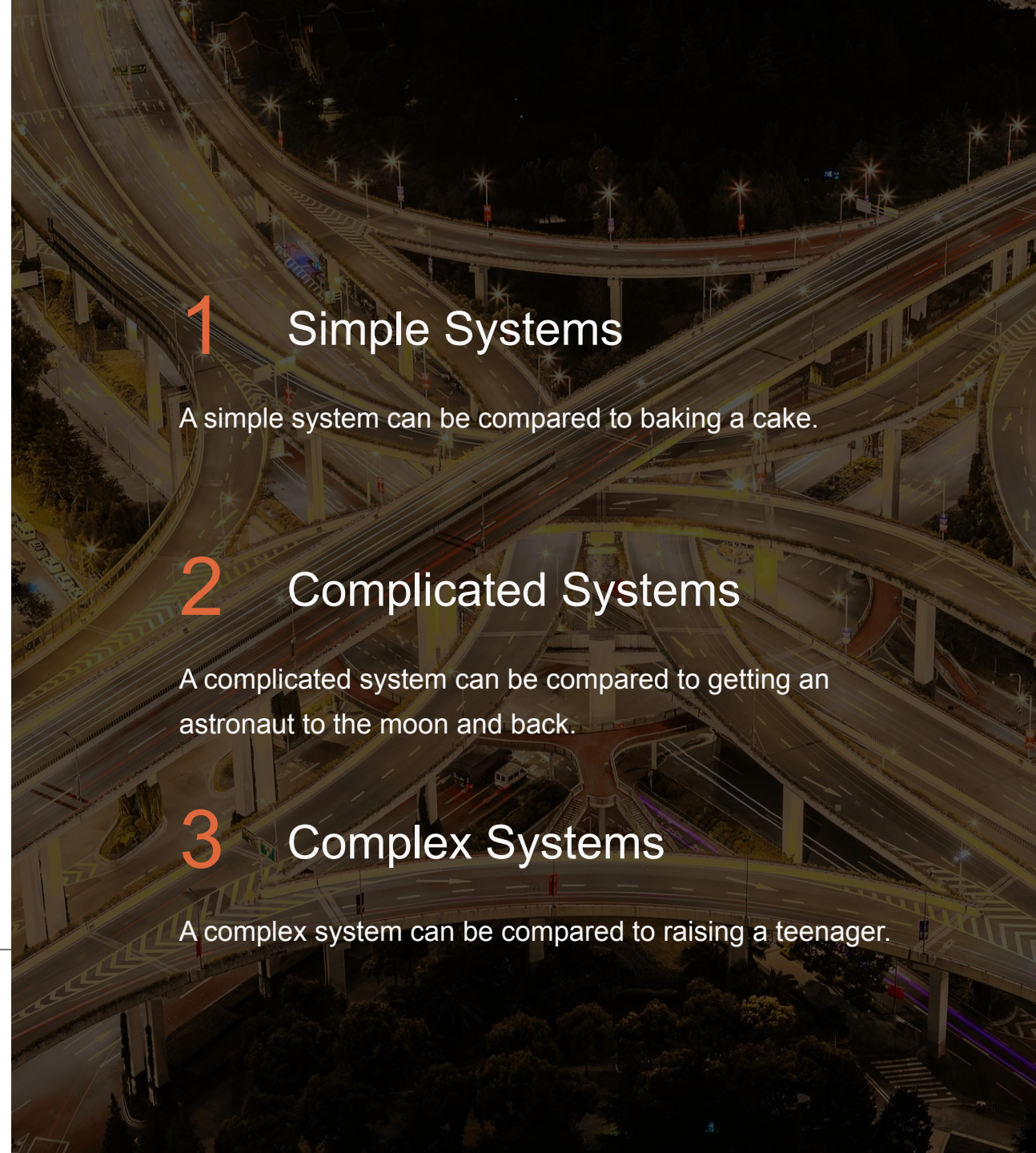
A simple system can be compared to baking a cake.

2 Complicated Systems

A complicated system can be compared to getting an astronaut to the moon and back.

3 Complex Systems

A complex system can be compared to raising a teenager.



— “ —

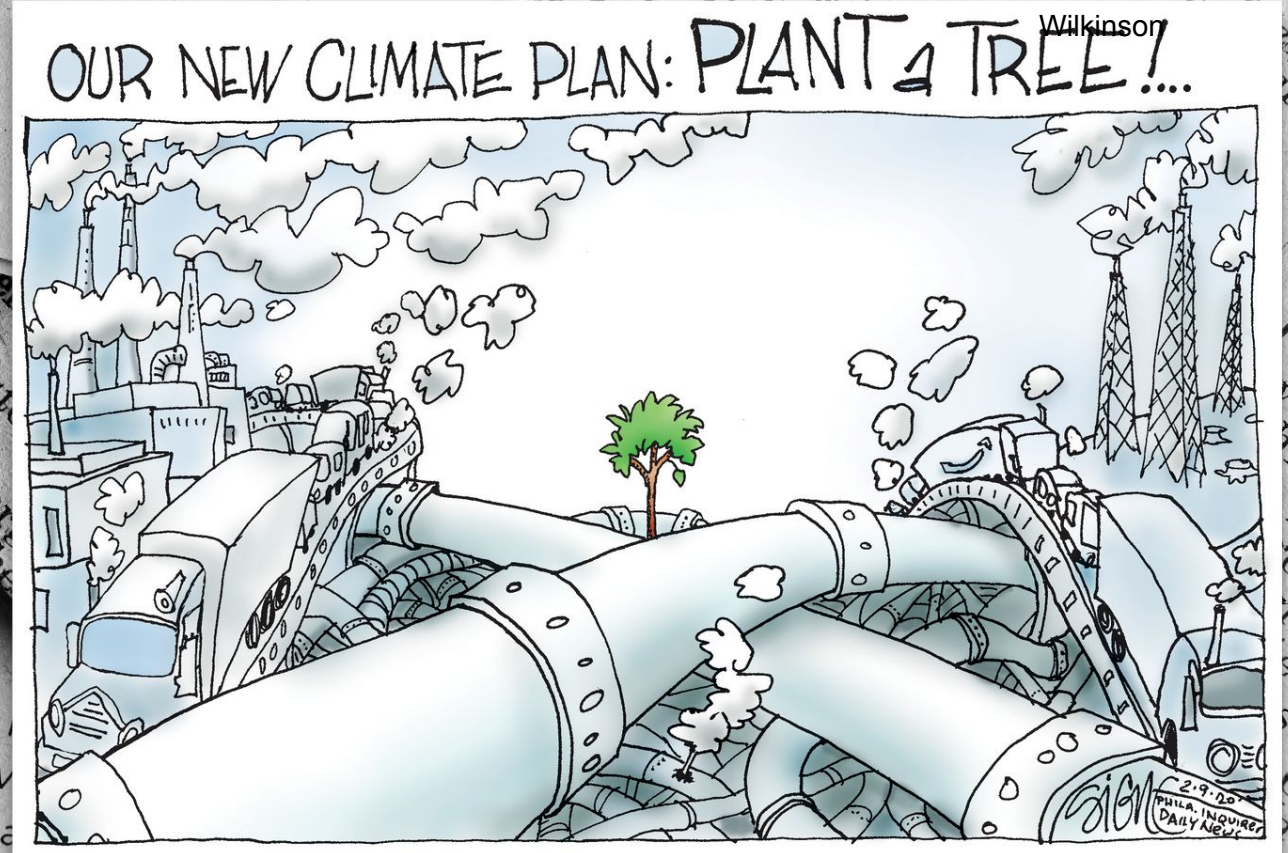
*People are complex, change
involves people, therefore
managing change is complex.*

— ” —

A SIMPLE PROBLEM,
REQUIRES A SIMPLE
SOLUTION.

A COMPLICATED PROBLEM,
REQUIRES A COMPLICATED
SOLUTION.

A COMPLEX PROBLEM
REQUIRES A COMPLEX
SOLUTION!

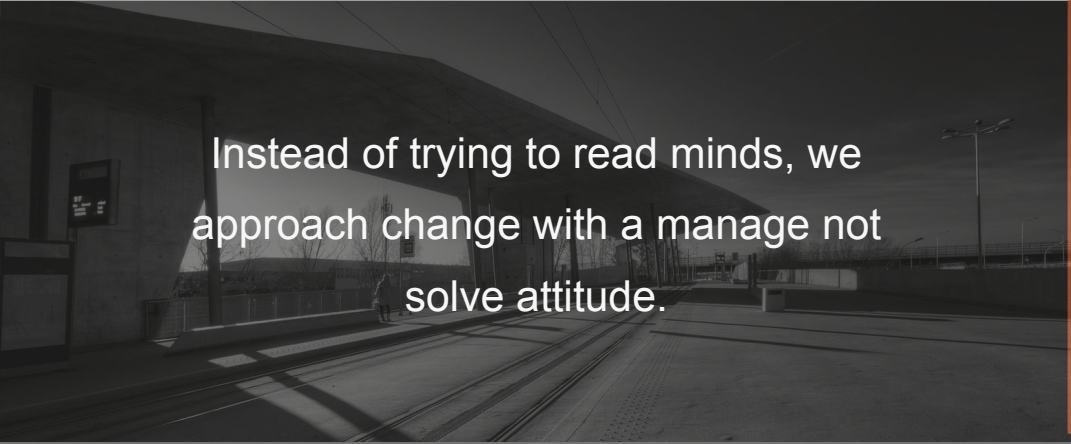


APPLYING NON-IT CHANGE LESSONS

	Mid-Market IT	Non-IT
Planning	Dive into discovery	Spend time understanding the group being affected by change
Pilot	Prototype sessions	Pilot change with small groups in the real world
Launch	Big bang go-live	Build towards expected outcomes, once pilot groups align with expected outcomes then 'go-live'

APPLYING NON-IT CHANGE LESSONS

	Mid-Market IT	Non-IT
Planning	Dive into discovery	Spend time understanding the group being affected by change. <i>How can we, as IT professionals, accomplish this?</i>
Pilot	Prototype sessions	Pilot change with small groups in the real world. <i>How can we, as IT professionals, accomplish this?</i>
Launch	Big bang go-live	Build towards expected outcomes, once pilot groups align with expected outcomes then 'go-live'. <i>How can we, as IT professionals, accomplish this?</i>



Instead of trying to read minds, we approach change with a manage not solve attitude.

Experimental Mindset



An experimental mindset means that we approach change as an iterative design process, we go into it with the understanding that the approach we start out with may, and often will evolve, as we progress on through our journey.



5 TRENDS SHAPING CHANGE MANAGEMENT IN 2025

1. Digital Transformation, AI, and Automation
2. Focus on Leadership
3. Employee Experience at the Center of Change
4. Data-Driven Change Management
5. Blended Methodologies and Frameworks



READ THE FULL ARTICLE HERE

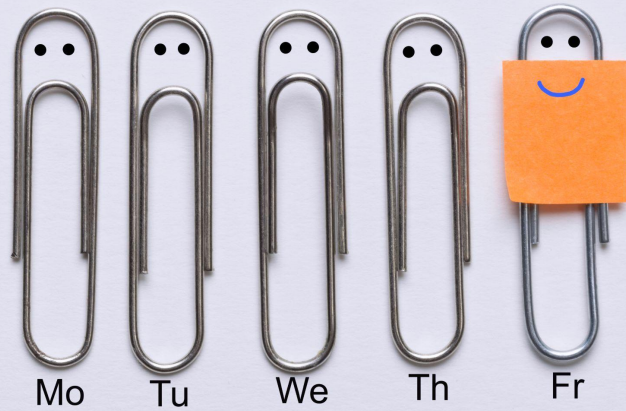
ANY CHANGE ISSUES THE GROUP IS FACING THAT WE'D LIKE TO DISCUSS?

FUTURE TOPIC OPTIONS

In June, we are planning to have Jonathan Zalman, the owner of an AI startup marketing agency, to join us to discuss the inside of what's going on with AI startups and what he has seen that we could leverage to improve our change management workflows

Ideas:

1. The history of change management



AS ALWAYS, HAPPY FRIDAY!

I love friday





**FIRST FRIDAY:
10-11a OFFICE HOURS**

RESOURCES

<https://www.linkedin.com/pulse/navigating-organizational-change-comparative-analysis-russ-qilnc/> (Russ Davis)

[What Is Reactive Change Management? A Definitive Guide | Indeed.com](#)

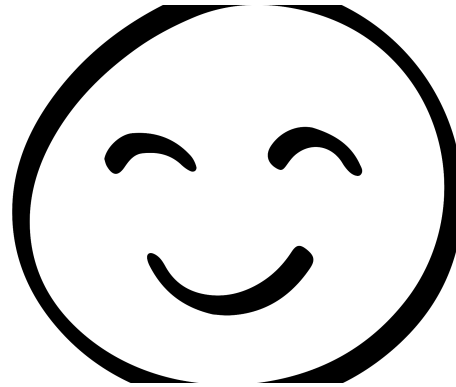
[Reactive Vs Proactive Change Management - Examples and Differences](#)

THE STRUCTURE OF SALESFORCE DEVELOPMENT AND SUPPORT TEAMS

What are the structures of teams an admin can be a part of?



**An admin who works
with a change
management office**



**An Admin who works
under a product
owner/product manager**



**An admin who is
expected to 'do it all'**