



FIRST FRIDAYS

CHANGE MANAGEMENT IN THE SALESFORCE ECOSYSTEM

April 3, 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.**

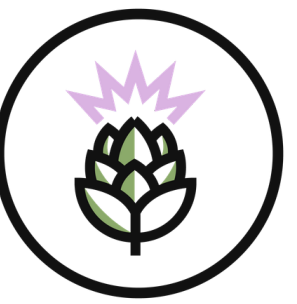
– Melissa Hill Dees

**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 TICKETS



July 29-30 in PDX

Tickets on sale later this month!





ROI



FIRST FRIDAY: SEASON 2

Change Management for ROI (PEOPLE + TECHNOLOGY)



R
E
C
A
P

FIRST FRIDAY: Episode 4

Demo + Prototypes

CLARITY DISSOLVES
RESISTANCE



FIRST FRIDAY SEASON 2 FINAL SESSION

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



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FIRST FRIDAY TEAM



MICHAEL BRANDWEIN
CO-FOUNDER & CEO AT ARTICHOKE

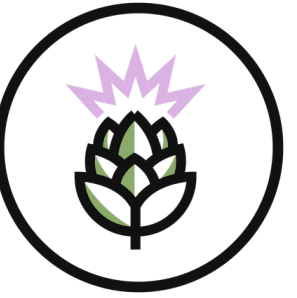


BRANDY NEWMAN
SALESFORCE PRODUCT MANAGER



MARK BRANDWEIN
CHANGE MANAGEMENT LEAD AT ARTICHOKE

FIRST FRIDAY TEAM



ALLIE BRANDWEIN
CO-FOUNDER & CMO AT ARTICHOKE

JOHN STUMPF
INDEPENDENT MARKETING STRATEGY CONSULTANT



REAL CLIENT EXAMPLE:



WHEN CLAUDE HELPED – AND WHEN IT JUST FELT LIKE IT DID

We recently implemented a new Quoting process for a travel agency. We leaned heavily into Claude and Claude Code for this implementation- leaning on it 100% of the time to work through each phase of the project. Here is where it was ‘pseudo-productive’ vs. actually productive:

Phase	Pseudo-productivity	Productivity
Discovery		X
Requirements	X	
Build		X - WOW, it was amazing.
UAT	X	
Go-Live	X	





Episode 5

USER ACCEPTANCE TESTING (UAT)



1

DISCOVERY

2

REQUIREMENT
GATHERING

3

PROTOTYPE
BUILD

4

DEMO

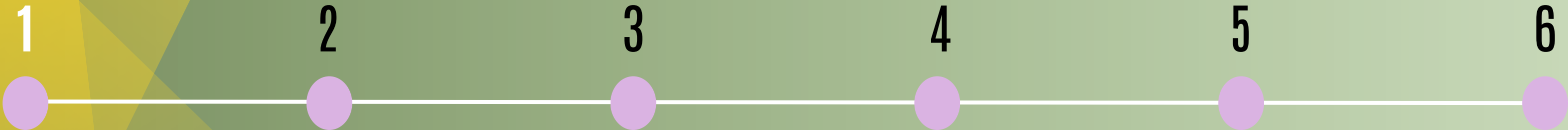
5

UAT

6

GO-LIVE

We care about what they care about



DISCOVERY

**REQUIREMENT
GATHERING**

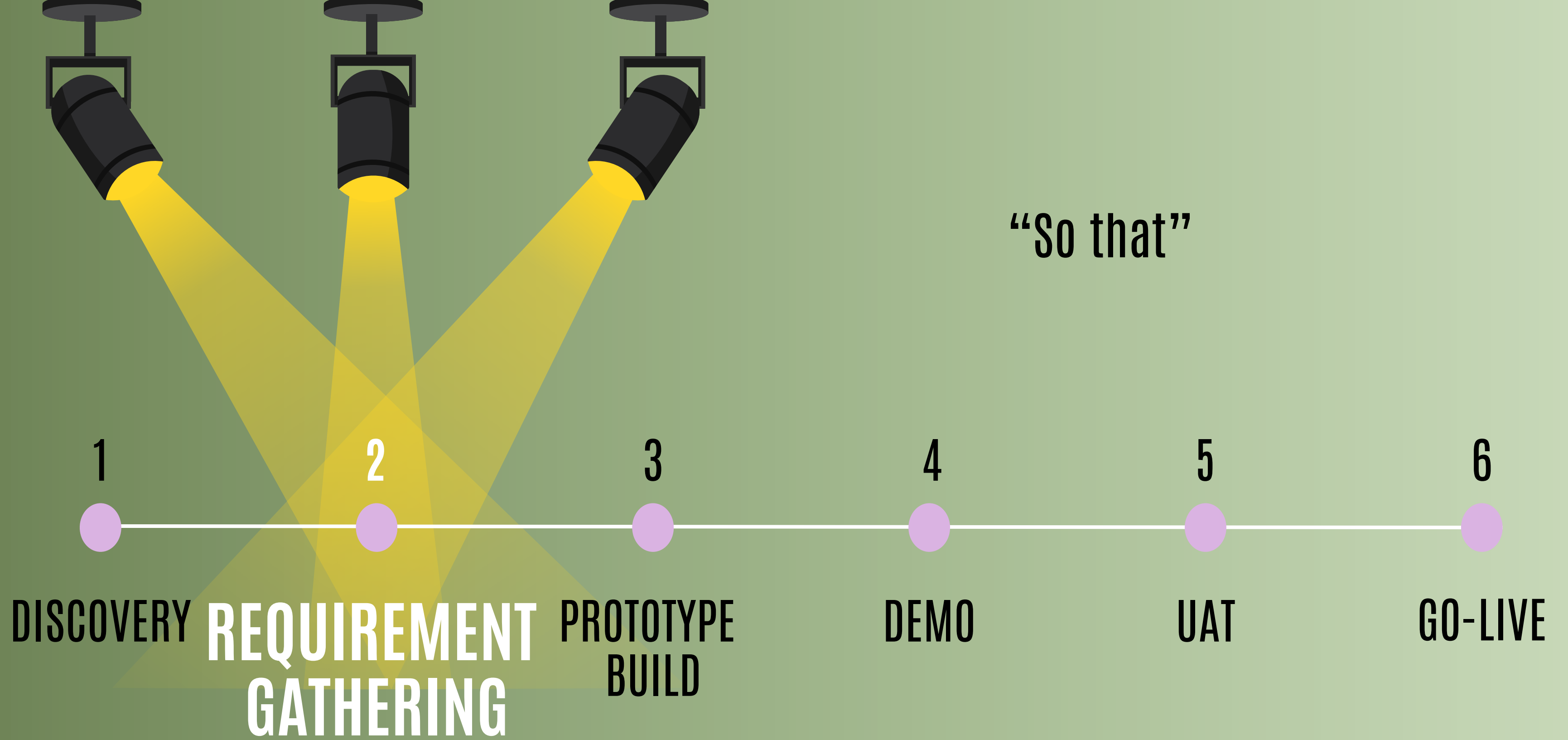
**PROTOTYPE
BUILD**

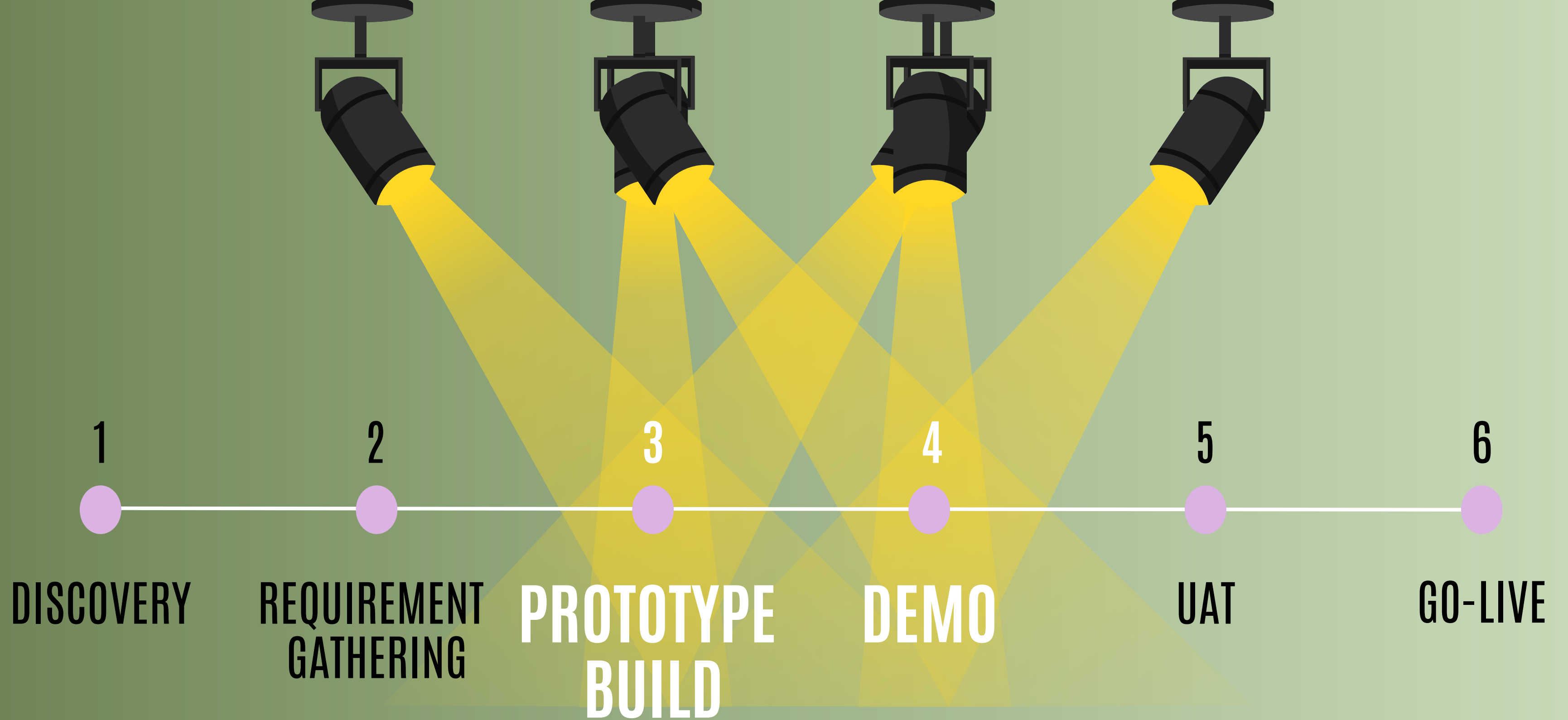
DEMO

UAT

GO-LIVE





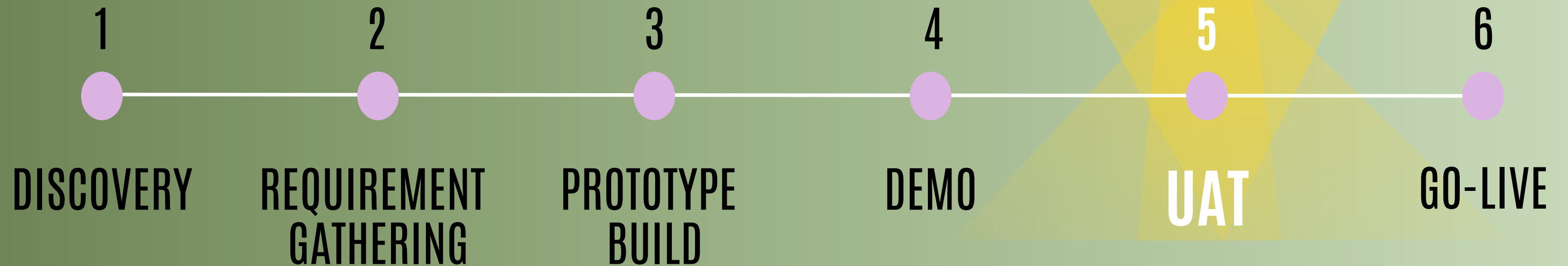


Clarity dissolves resistance

Two “Phases” of UAT

Phase 1: Low-stakes, follow the guides, learn the basics

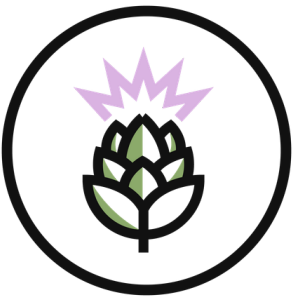
Phase 2: Practice doing your job in Salesforce





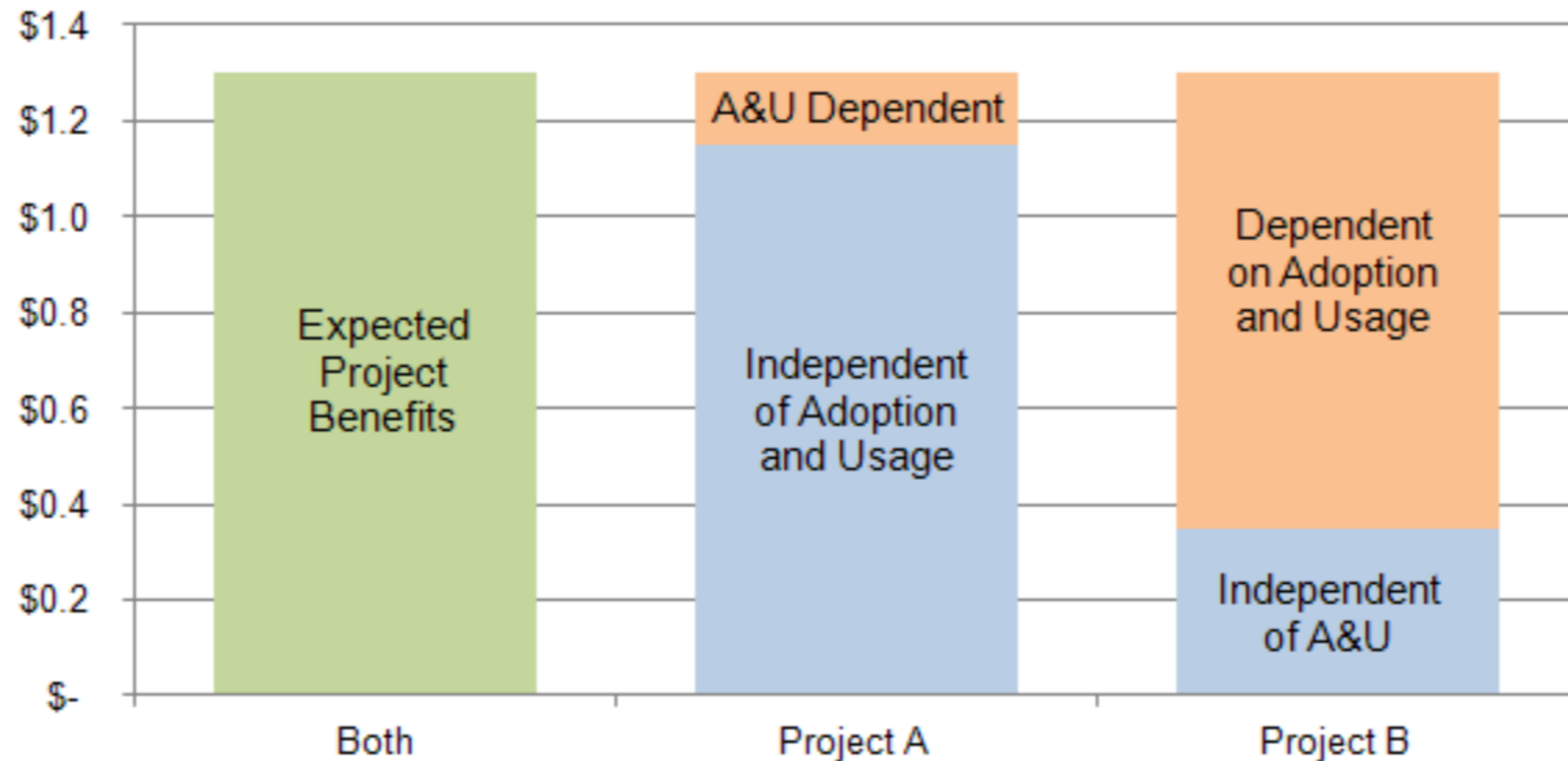
Takeaway questions:

- 1. Mirror held up in front of your projects, any memorable examples?**
- 2. What's the most people-first implementation you've been a part of?**
- 3. What's the least people-first implementation you've been a part of?**
- 4. What have you done to make UAT successful? Any tips for the group?**



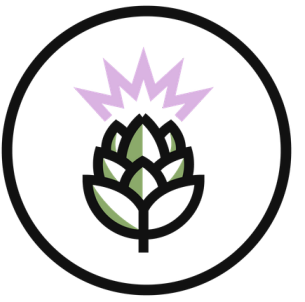
WHERE DOES **CHANGE** FIT IN THE CALCULATION?

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

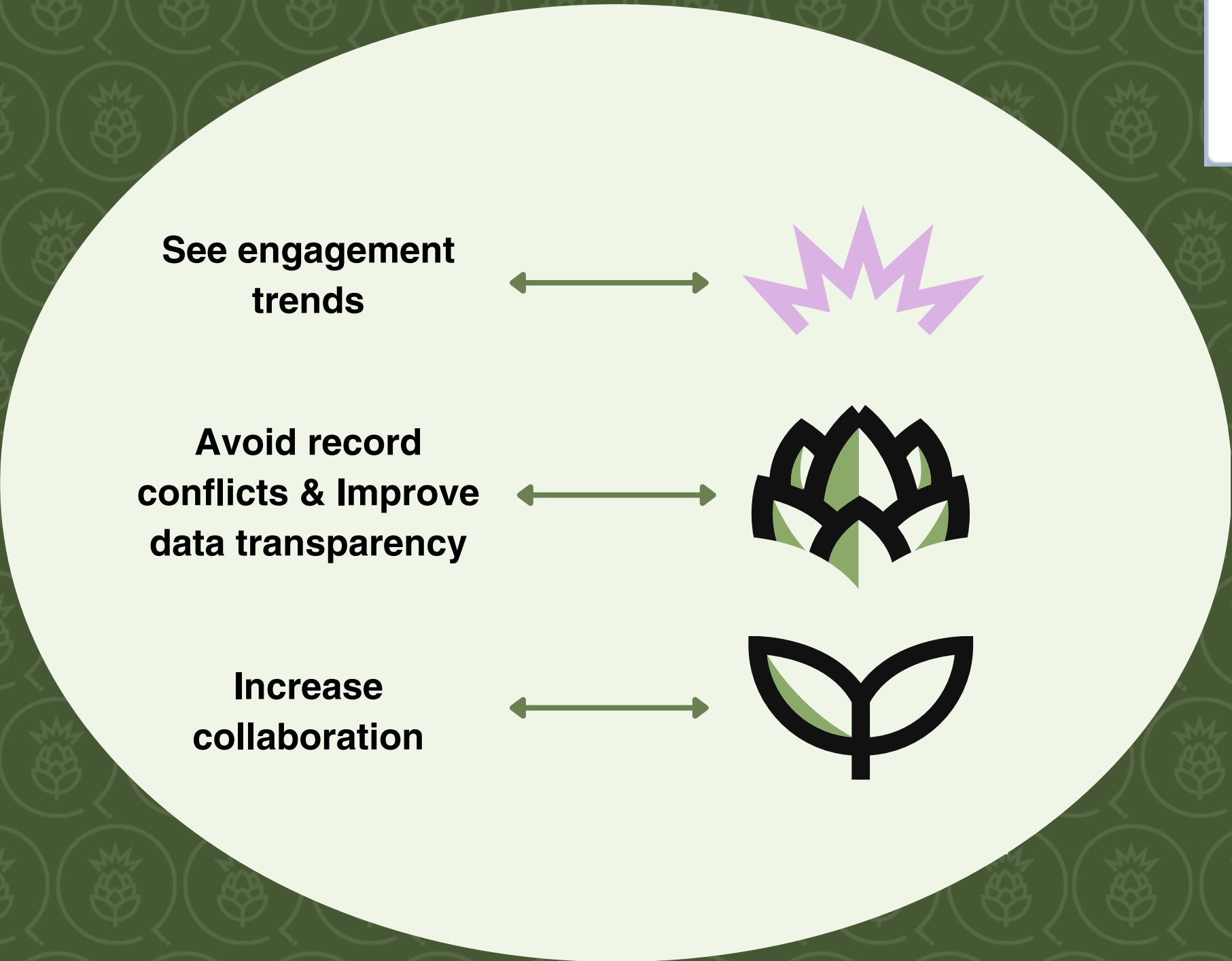


$$\text{Project ROI} = \frac{\text{Expected Project Benefits} - \text{Project Costs}}{\text{Project Costs}}$$



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

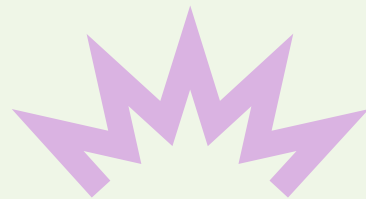
- Arty Apps - Last Viewed: 9:36 AM - View
- Thistle Apps - Last Viewed: 9:40 AM - View



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!



Episode 6: May 1

GO-LIVE



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