



FIRST FRIDAY: CHANGE MANAGEMENT IN THE SALESFORCE ECOSYSTEM



PREVENT A KINDERGARTEN SHITSHOW

**IT PROJECTS ARE COMPLEX. COMPLEX
SYSTEMS CAN BE COMPARED TO RAISING
A TEENAGER
~ANDREW OURIQUE**

FIRST FRIDAY QUOTE BOARD

**TURN VICTIMS INTO
PARTICIPANTS
~BECCA MORGAN**

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

“

Technology isn't difficult;
change is.

—
Melissa Hill Dees

**THIS IS WHAT TAKES YOUR PROJECT THE
LAST MILE ~DARREN PALADINO**

UPCOMING EVENTS

- ~~1. True North Dreamin'~~
~~Apr 27-28, 2025~~
2. **Forcelandia (Portland, OR)**
Aug 20-21, 2025
Call for speakers extended through May 15
Tickets on sale
3. **Mile High Dreamin' (Denver, CO)**
Aug 27-28, 2025
4. **Dreamforce (San Francisco, CA)**
Oct 14-16, 2025
Get on the list for early bird tickets

BEST TIME TO NEGOTIATE WITH SALESFORCE

- ~~1. End of Q1: April 30~~
2. **End of Q2: July 31**
3. **End of Q3: Oct 31**
4. **End of Q4 and EOY: Jan 31**
End of year is the best time for discounts



MAY 2025

ADULT LEARNING THEORY

ORIGINALLY AUTHORED BY MALCOLM KNOWLES

TODAY'S TAKEAWAYS

Research basis for using WIIFM (what's in it for me) to turn victims into participants.

Change management during the rise of 'let's collab async'

AGENDA

Topic	Time	Presenter
Intro, Pyramid of Change	9:00 - 9:15	Michael
Applying the ‘Proximal Zone of Development’	9:15 - 9:20	Mark
Applying Adult Learning Theory	9:20 - 9:35	Michael
Mark’s hot take corner	9:35-9:40	Mark
Handling ‘Let’s Collab Async’	9:40 - 9:45	Michael
Open discussion, Next Month’s Topic Options	9:45 - 10:00	All
Open office hours	10:00-11:00	Michael
Happy Friday	11:00 - 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

Adult Learning Theory underpins all change. Best of all, learning this can help you manage up!





WHERE CHANGE CAN GRIND TO A HALT

The end users do not understand why systems and processes need to change

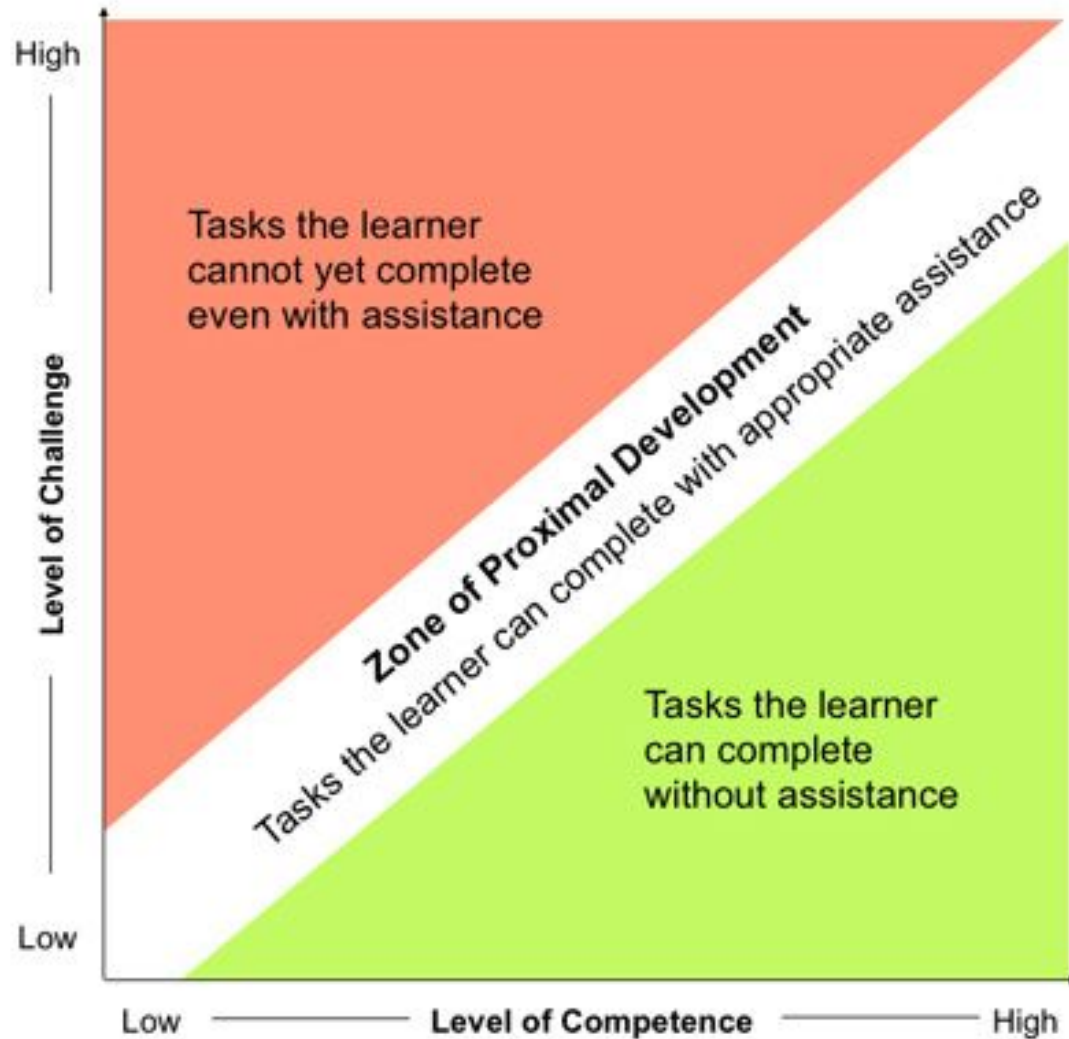
Lack of executive leadership

Too much change all at once

More ideas from the group?

ZONE OF PROXIMAL DEVELOPMENT

This is a theory that explains resistance to change in the Salesforce world



PRINCIPLES OF ADULT LEARNING THEORY

Adults need to be involved in the planning and evaluation of the learning

Experience (including mistakes) provides the basis for the learning activities

Adults are most interested in learning subjects that have immediate relevance and impact to their job or personal life.

Adult learning is problem-centered, not content-oriented

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..."

PRINCIPLES OF ADULT LEARNING THEORY

Adults need to be involved in the planning and evaluation of the ~~learning~~ change

Experience (including mistakes) provides the basis for the ~~learning activities~~ change

Adults are most interested in ~~learning subjects~~ changes that have immediate relevance and impact to their job or personal life.

Adult ~~learning~~ change is problem-centered, not content-oriented

PRINCIPLES OF ADULT LEARNING THEORY

VICTIM > PARTICIPANT

Adults need to be involved in the planning and evaluation of the learning change

Experience (including mistakes) provides the basis for the learning activities change

GIVE TIME TO BREATHE

Adults are most interested in learning subjects changes that have immediate relevance and impact to their job or personal life.

WIIFM

Adult learning change is problem-centered, not content-oriented

HOT TAKE CORNER



“THIS
ISN’T
THAT
HARD”

HANDLING THE RISE OF 'LET'S COLLAB ASYNC'

1. This is an ask for a different learning style
2. Replace a 30 min email with a 2 min video
3. This is good and bad. At the end of the day, this can save you lots of time, but can be very challenging and can create confusion.
4. If someone is not understanding something, you need to have a conversation. Asynchronous communications are the worst way to work through confusion.



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

FUTURE TOPIC OPTIONS

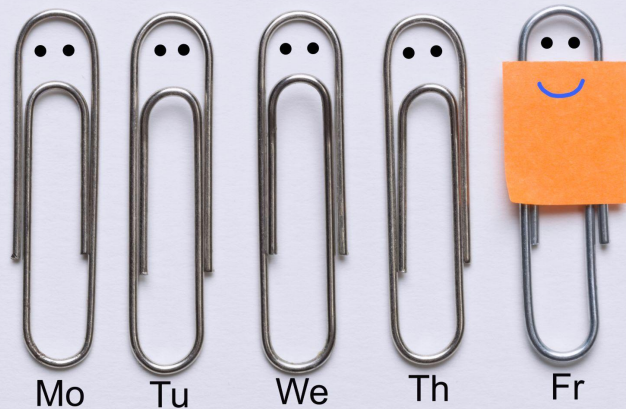
Ideas:

1. The basics every project needs
2. AI
3. The history of change management

We would like to use the end of the June session to gather feedback on how we've been doing so far, and see if anyone has any suggestions they'd like to input on the format or content of FF.

We are considering taking July off (FF is July 4th). We are hoping to take some time to:

1. Update our web presence
2. Organize our content
3. Plan the August session
4. FF turns one in October!



AS ALWAYS, HAPPY FRIDAY!

I love friday





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

FIRST FRIDAY'S DEFINITION OF CHANGE MANAGEMENT

The systematic improvement of
you and your organization's
work life.

KNOWLES' FIVE ASSUMPTIONS OF ADULT LEARNERS

1. **Self-Concept**

As a person matures his/her self concept moves from one of being a dependent personality toward one of being a self-directed human being.

2. **Adult Learner Experience**

As a person matures he/she accumulates a growing reservoir of experience that becomes an increasing resource for learning.

3. **Readiness to Learn**

As a person matures his/her readiness to learn becomes oriented increasingly to the developmental tasks of his/her social roles.

4. **Orientation to Learning**

As a person matures his/her time perspective changes from one of postponed application of knowledge to immediacy of application. As a result his/her orientation toward learning shifts from one of subject-centeredness to one of problem centeredness.

5. **Motivation to Learn**

As a person matures the motivation to learn is internal

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](#)

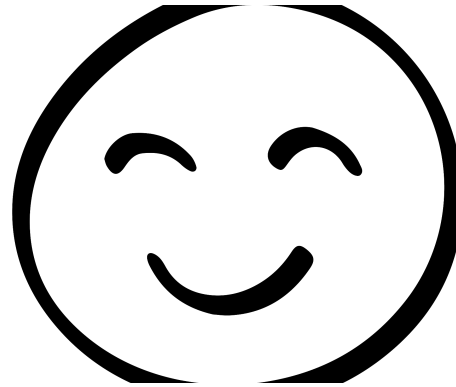
[Reactive Vs Proactive Change Management - Examples and Differences](#)

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'**