



POWERING THE MEDIA INDUSTRIES

Digital Media Asia 2023





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Technology Change Management



Technology Change Management



Brett Johnson

Commercial Director, APAC

Naviga



Laura Maxwell

Chief Executive Officer

Stuff Limited



Karin Soderlund

President, Naviga Content

Naviga



Let's talk about change & what it means to us all



The Mentalities of Change

What does change mean to different personalities in our organisations?

Learning

Opportunity

Adaptation

Empowerment

Optimism

Proactivity

Curiosity

Innovation

The Mentalities of Change

What does change mean to different personalities in our organisations?

Resistance

Complacency

Reduced confidence

Fear of failure

Cynicism

Job security

Comfort zone risk

Fixed mindset

Overwhelmed

Skepticism

Avoidance

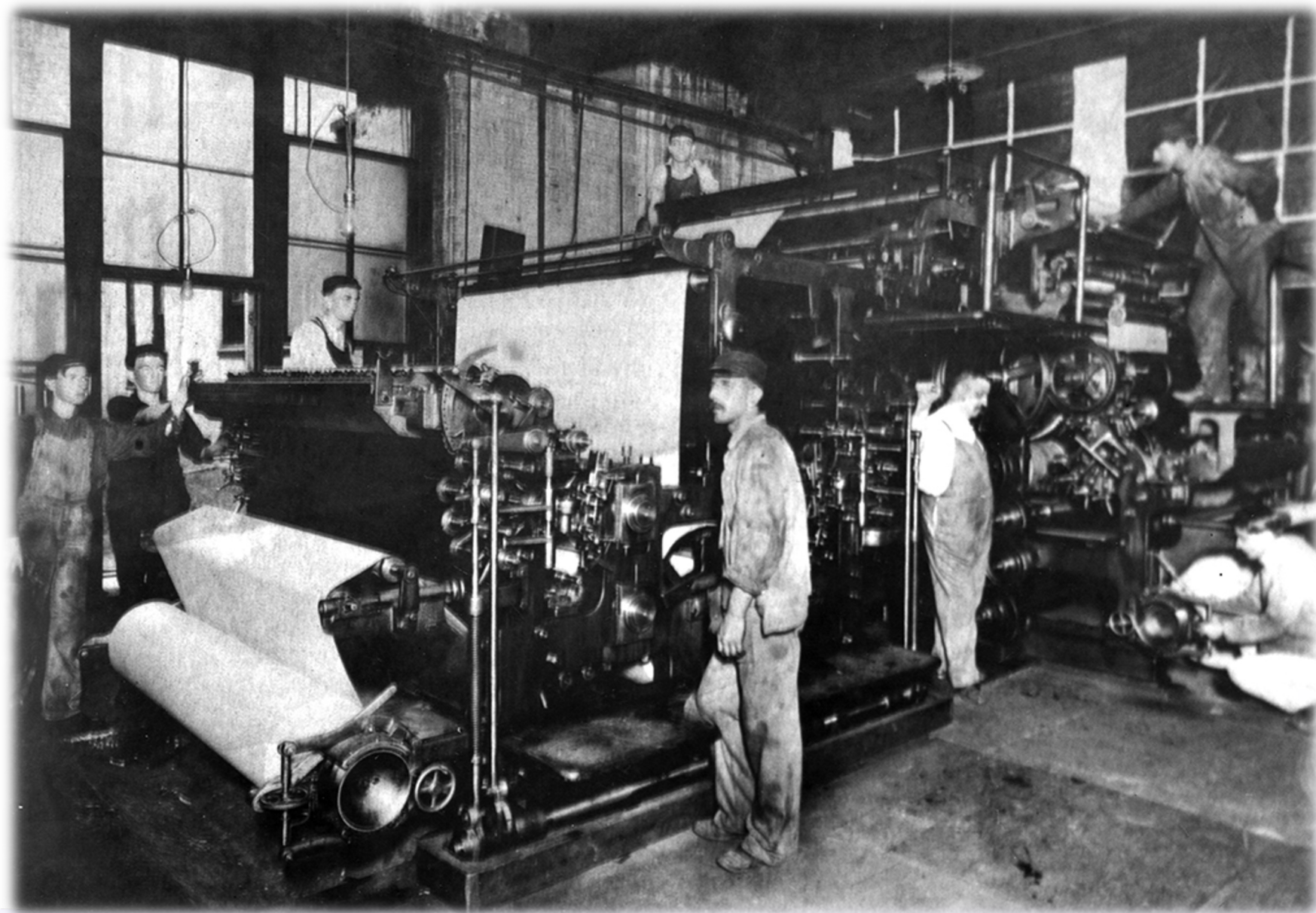


Technology change in the publishing industry





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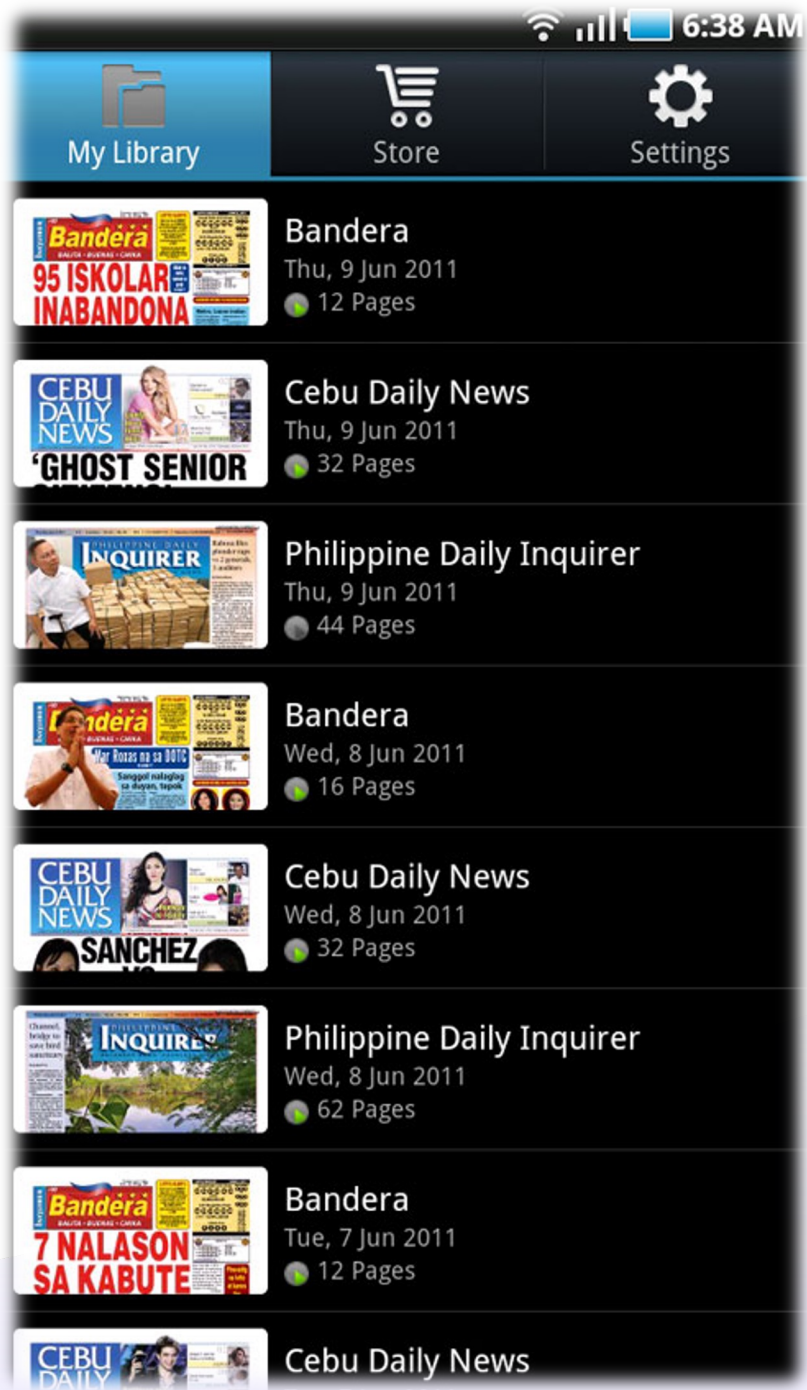


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The key drivers for technology change in publishing

Our industry has been significantly influenced by various drivers for technology change over the years. Some of the key drivers include:

Digital Transformation

Adaptation to Emerging Technologies

Changing Consumer Preferences

Regulatory Changes

Competition & Disruption

Cybersecurity Concerns

Evolving Advertising Models

Sustainability



Stuff Limited – A Case Study in Technology Change

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**Change “agents” & drivers occurring in the industry:
A focus on content creation**





Technology Change Management: A Best Practice Discussion



Technology Change – Best Practices

A “checklist” of best practice highlights when managing technology change

1. Define Clear Business Objectives – the “North Star”:

- Start by clearly defining the objectives and goals of the technology change. What do you hope to achieve? Make sure these objectives align with the organization's broader strategy.

2. Engage Stakeholders Early:

- Involve key stakeholders from various levels of the organization in the planning process. Their input and buy-in are critical for successful adoption.

3. Develop a Comprehensive Strategy:

- Create a detailed change management strategy that outlines the timeline, budget, resources, and roles and responsibilities of team members involved.

4. Effective Communication:

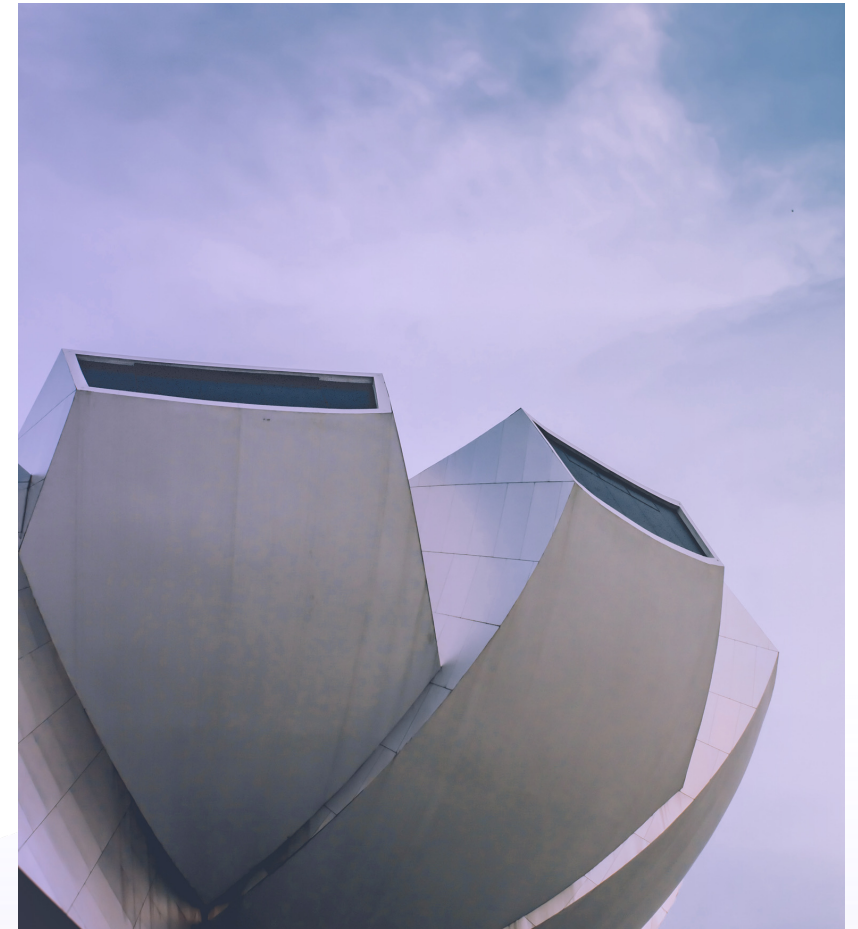
- Establish a robust communication plan that keeps all stakeholders informed at every stage of the change process. Address concerns and provide regular updates.

5. Provide Training and Support:

- Offer comprehensive engagement & training programs to ensure that employees have the necessary skills to adopt & use the new technology effectively. Provide ongoing support and resources.

6. Change Champions:

- Identify and empower change champions within the organization who can advocate for the technology change and help their colleagues navigate it.



Technology Change – Best Practices

A summary of best practice highlights when managing change

7. Try Environments/Trials & Pilot Programs:

- Consider running pilot programs to test the new technology with a smaller group before a full-scale rollout. Assign user roles as well as technical roles to the program. Gather feedback and make necessary adjustments.

8. Data-Driven Decision-Making:

- Use data and metrics to measure the impact of the technology change. Continuously monitor and evaluate its effectiveness and make data-driven adjustments.

9. User-Centric Design:

- Prioritize the user experience by designing the technology with the end-users in mind. Solicit feedback from users and make improvements accordingly.

10. Change Management Team:

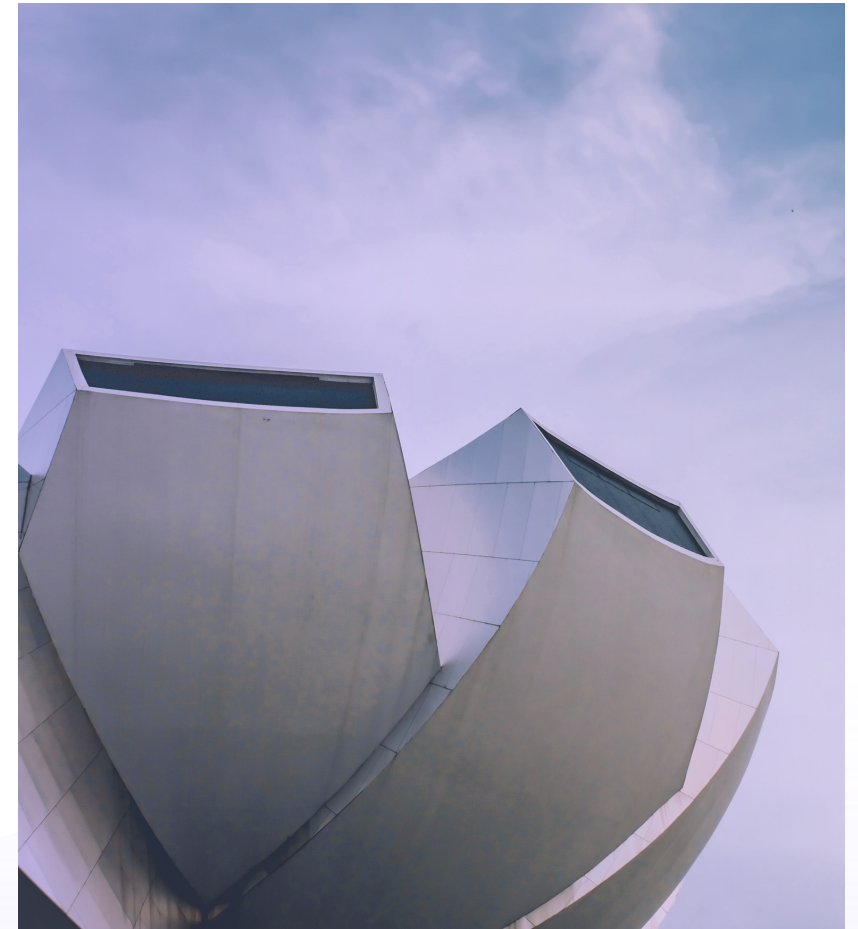
- Assemble a dedicated change management team with expertise in technology adoption, communication, and organizational psychology.

11. Flexibility and Adaptability:

- Be prepared to adapt the technology change plan as needed based on feedback and evolving circumstances. Avoid a rigid, one-size-fits-all approach.

12. Celebrate Milestones:

- Recognize and celebrate achievements and milestones along the way to maintain enthusiasm and motivation among the team.



Technology Change – Best Practices

A summary of best practice highlights when managing change

13. Feedback Loops:

- Create mechanisms for employees to provide feedback and suggestions for improvement. Show that their input is valued.

14. Document Processes:

- Document new processes and workflows that come with the technology change. Ensure that employees have access to this documentation.

15. Sustainability and Scalability:

- Consider the long-term sustainability and scalability of the technology. Plan for ongoing maintenance, updates, and future growth.

16. Post-Implementation Review:

- Conduct a thorough review after the technology change is complete to learn from the experience and apply those lessons to future initiatives.

17. Continuous Improvement:

- Make a commitment to continuous improvement, both in the technology itself and in the change management process. When the technology change project is completed – this marks only the beginning of the journey!





Q&A



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