

Changefirst have launched an online business change application that is convenient, cost-effective and customisable

It's funny, after some fifteen years in business we are recognised as being skilled in helping organisations become more effective at implementing change. Yet we still feel the effects of major changes ourselves. None of us is immune from the effects of change. What we can do is get better at bouncing back and maybe as we get older and perhaps wiser, some of us try and engage in less change than we did when we were younger.

Internet driven change

But some changes simply come hurtling at you. You can't avoid them for long and you certainly can't inoculate yourself from their effects. I think the web is like that. In our business we see customers demanding more convenience, they want applications to be easy to use, they want to avoid unnecessary travel and they want it 24/7. They also want it at a better price. Hotmail, Amazon, eBay etc have a lot to answer for! In many ways they have shifted people's expectations to want things right now at a great price. And the expectation is all of this will be intuitive and easy-to-use.

So the long and short of all of this is we have taken the plunge and embraced change ourselves. We have taken advantage of what is becoming called Cloud Computing to combine our intellectual property and experience to deliver an accessible, subscription-based tool at an affordable price. We call the application e-change@.

Why did we build e-change?

For some time, we had been looking at ways to make our tools and processes accessible to a wider audience. Change managers told us they couldn't always access our methodology very easily. For example, there were a number of people who could not afford the time or money to come to a three-day workshop. They might be independent consultants, interim project managers or even people working in organisations where the training budget has been severely cut.

There were other people, who might have the money, but needed instant access to tools and processes and help with applying them. Waiting for the next workshop was just not feasible they had a change project right now.

We also felt that people wanted more choice in the way they interfaced with us. We wanted to give people an alternative to only face-to-face workshops. So, our users can now use workshops, online or a blended mixture of the two approaches.

e-change is a complete suite of change processes, tools, resources, and e-learning in a single, business application. It enables change managers to deliver and affect change quickly, and can be adopted without the need for costly offsite training and meetings. Furthermore, it is flexible enough to work with a wide range of change requirements from acquisition and outsourcing, to the introduction of new technology.

Benefits of e-change

- **Comprehensive** – it gives you a complete suite of e-learning, change tools and planning resources, which allow you to continue to support and enhance your performance whilst implementing change
- **Customisable** - you can tailor the work stream and its core modules to meet specific project requirements, and you can also customise the user interface, allowing the e-change tool to fit with your corporate image
- **Convenient** – it's available online 24/7. So it's there whenever you need it
- **Cost effective** – you can maximise your financial and time resources by reducing costs, such as travel, whilst allowing you to learn at your own pace

Free Trial

For those of you who would like to test the benefits of e-change for themselves, Changefirst is offering a 14-day no-obligation trial. Log on to www.changefirst.com for more details. We hope you find it valuable. If you are interested in participating in a longer-term test of e-change in return for a reduced fee then please contact audra.proctor@changefirst.com