

FEEDBACK

B2B Change Management 101:



How to Prioritize Feedback For Change



The secret to successful change?

Actively seeking feedback from everyone on your team. As you embark on the journey of implementing change, here are 5 critical checkpoints to ensure a successful transition and sustainable progress.

70%

of change initiatives fail to achieve their initial objectives largely due to employee resistance & lack of management support

[Source: McKinsey](#)



ESTABLISH CHANGE INITIATIVE

Sustainable change is an iterative process. Start with identifying the need for change, the plan for change, and the requirements for change.



INCLUDE INDIVIDUAL CONTRIBUTORS (IC)

Who does this change impact most? Involving and engaging ICs at early stages allows them to contribute to what change should look like and increases buy-in.



MAP CURRENT & FUTURE STATE

After consulting ICs, map the current and ideal future state of the same process.



GATHER FEEDBACK

Gather feedback from all stakeholders on the current and future state maps to identify inaccuracies.



ITERATE & TEST

The key to successful change lies in iterating and testing. As your team trials changed processes, continue to incorporate learnings and feedback from everyone involved.

QUESTIONS TO ASK ICs:

- What areas of the current process can be immediately improved?
- What areas of the current process are unclear to you and your team?
- What are areas of training would your team benefit from to better implement the proposed changes?