LEADING CHANGE WITH CONFIDENCE

STRATEGIES FOR POST-IMPLEMENTATION SUCCESS

Presented by

Deb Carville , PCCP, PMP, CPCC

ABOUT ME

100+ projects supported

500+ leaders coached

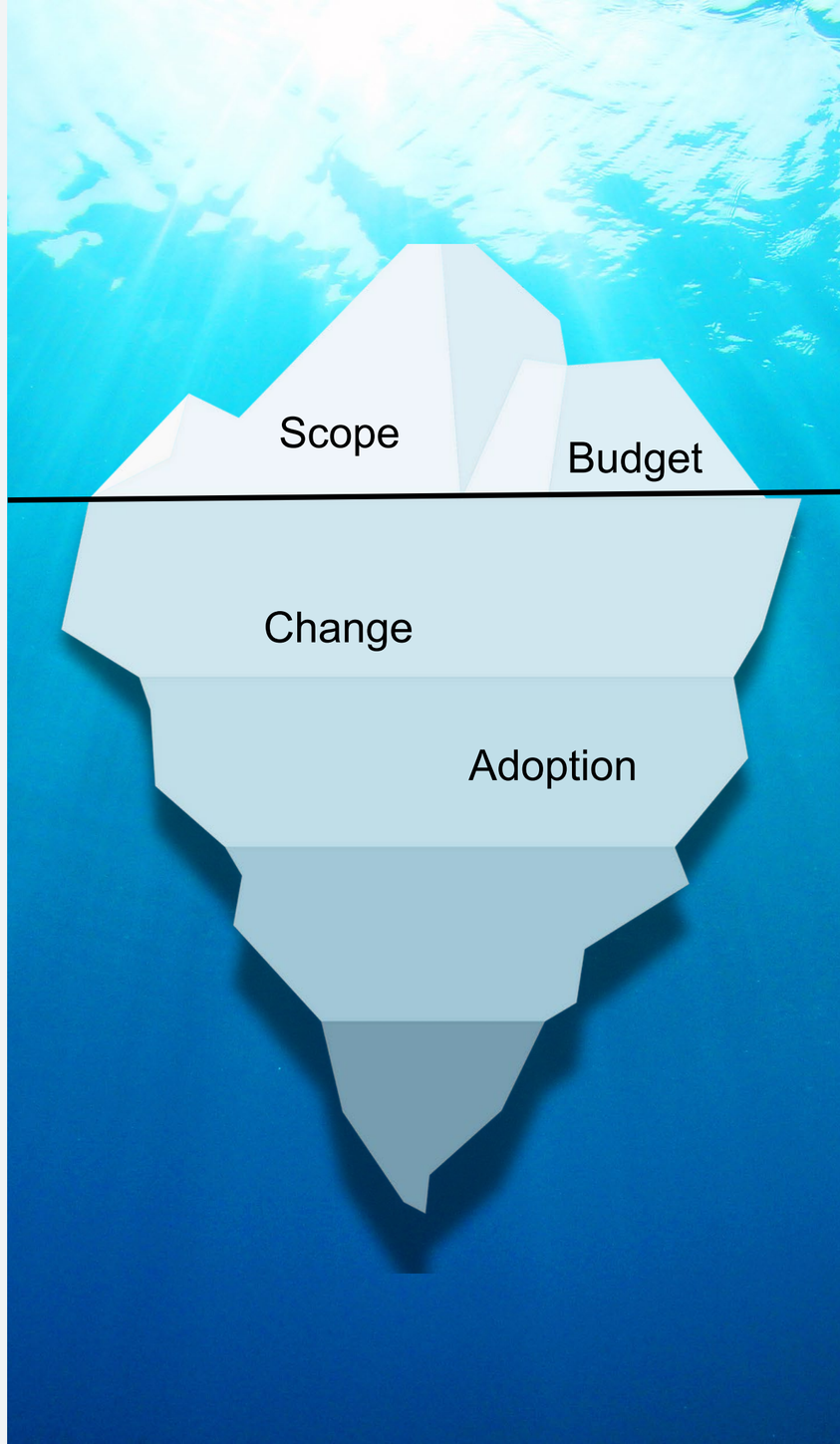
1 guiding belief:
Change that sticks starts with people

THE REALITY OF CHANGE FAILURE

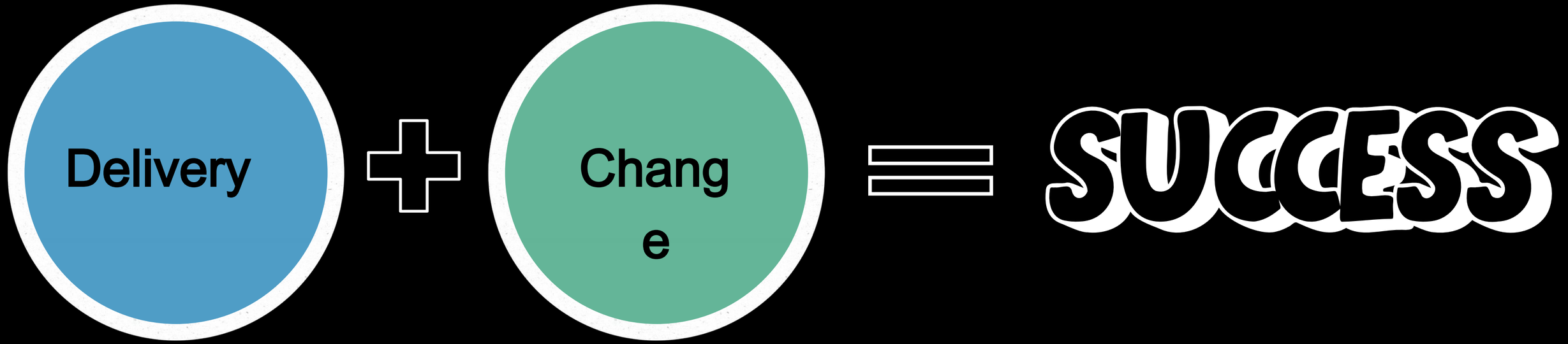
Why Digital Transformation Fails

70%

of transformations fail (*McKinsey*)



TRADITIONAL CHANGE IS NOT ENOUGH



THE COACHING MINDSET

'How we show up changes how change feels.'

Empathy → Enforcement

How can I understand before I act?

Curiosity → Control

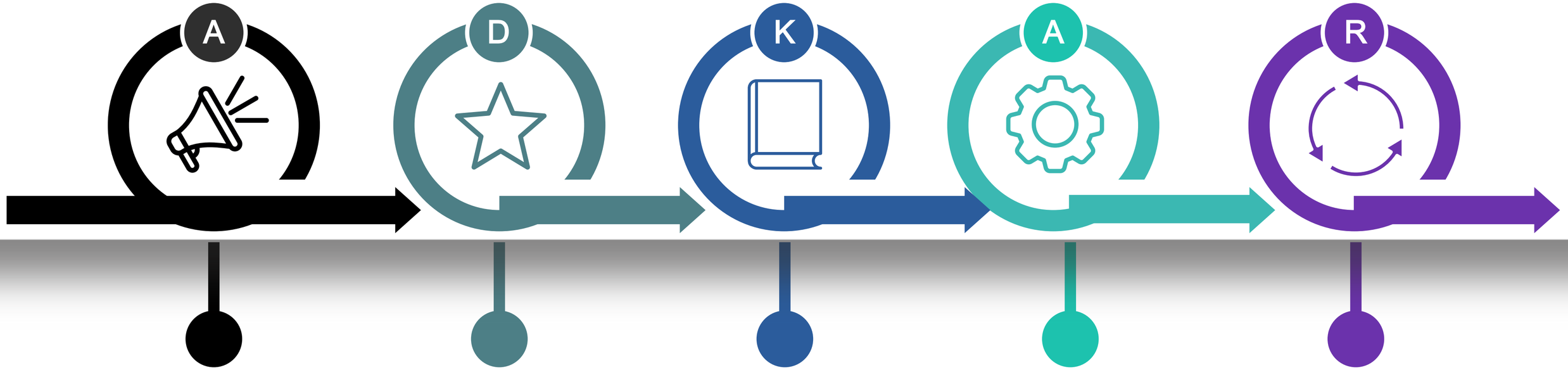
What's trying to emerge here?

Partnership → Pushing

What would it look like to do this together?

COACHING THROUGH THE ADKAR MODEL

Coaching through ADKAR helps people move with the change–not just through it.



Awareness

What have you heard about this change?

Desire

What would make this meaningful for you?

Knowledge

What do you need to feel ready?

Ability

Where do you feel stuck?

Reinforcement

What will help this become your new normal?

"Where is your team right now in this journey? Which coaching question do they need most?"

INTEGRATION IS IMPACT

Where project and change management align

Project Phase	Project Management Activities	Change Management Activities
Initiation	Define scope, objectives, governance	Assess change impact, identify stakeholders, begin sponsor engagement
Planning	Build project plan, risk register, resource allocation	Develop change plan, stakeholder map, communication strategy
Execution	Deliver milestones, manage teams, monitor scope	Launch communications, deliver training, support change champions
Monitoring & Controlling	Track progress, manage risks/issues, status reporting	Gather feedback, adjust tactics, support resistance management
Closeout	Finalize deliverables, lessons learned, transition to ops	Reinforcement plans, celebration & recognition, sustainment strategy
Post-Implementation	Operational review, benefits realization, performance KPIs	30/60/90-day check-ins, embed new habits, assess cultural adoption

Where does your team lean too heavily on delivery—without supporting adoption?

PRACTICAL COACHING TECHNIQUES FOR SUSTAINING CHANGE

1	**Ask before you hand off**	Facilitate co-designed sustainment plans. *"What will support you once we're gone?"*
2	**Coach new owners, not just the team**	Focus on middle managers, future champions, and 'post-go-live' leaders.
3	**Name risks to sustainment early**	Anticipate adoption cliffs, design for them. *'Where do we tend to lose momentum?'*
4	**Schedule coaching moments after launch**	Normalize coaching past the final status meeting. *30/60/90 - day sustainment check-ins.*
5	**Celebrate adaptability**	Reinforce learning, resilience, and ownership, ***not just delivery.***

Supporting the handover and keeping momentum alive

THE 3P FRAMEWORK

People

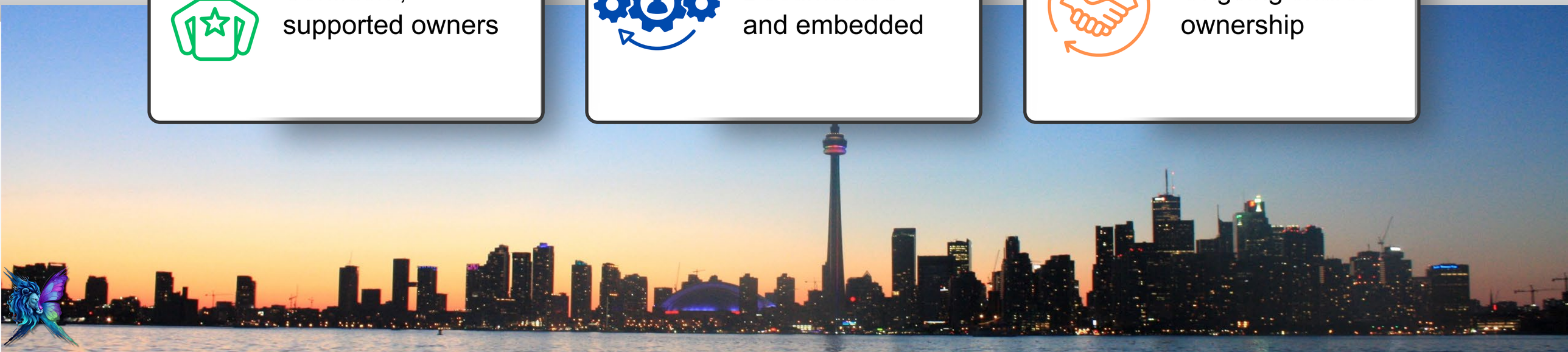
Confident, supported owners

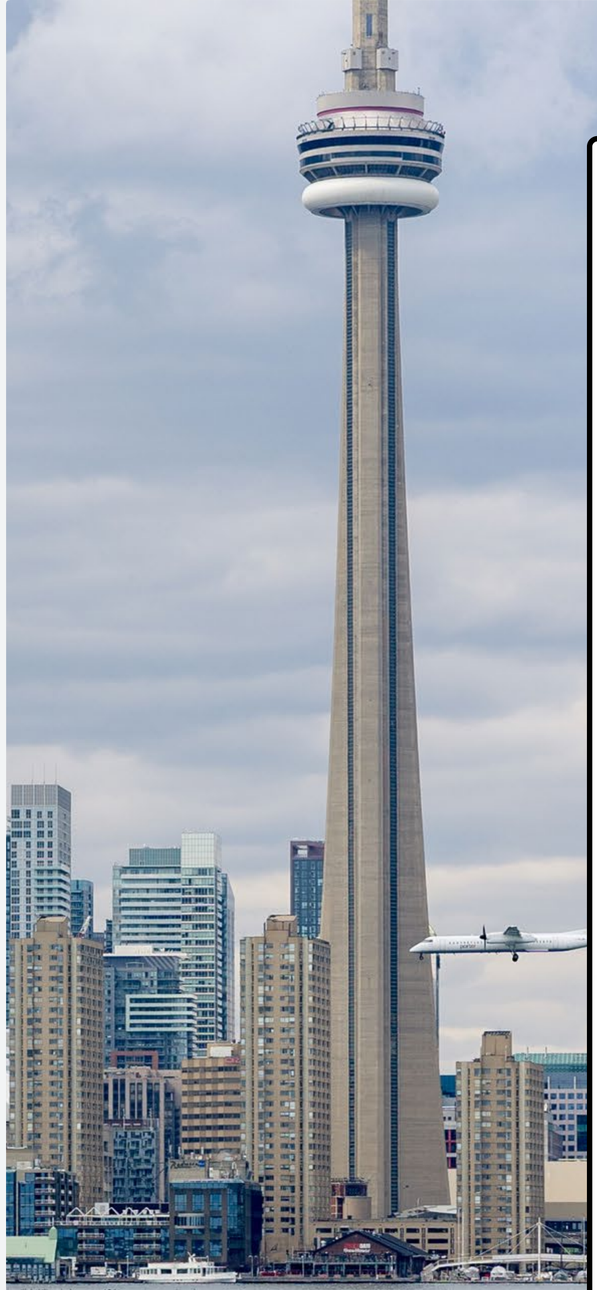
Processes

Documented and embedded

Partnership

Ongoing shared ownership





CASE -STUDY
BRIDGING THE GAP

From disengagement to ownership - with coaching at the core.

Workforce management system rollout – 800+ staff

Initial challenge

- Frontline staff were disengaged, overwhelmed, and resistant to using the system.

Coaching Shift

- Introduced peer -led learning, weekly listening circles, and 30 -day post -launch support.

New Engagement Strategy

- Focused on co-ownership and sustainment, not just rollout.

Result

- Shifted from compliance to confidence. Increased adoption, morale, and readiness for future change.

CREATING A CULTURE OF ADAPTABILITY

Because change isn't a onetime event—it's a way of working.

Use reflection rituals and lessons learned

- Schedule regular check-ins to ask: '*What did we learn?*'
- Normalize pausing before jumping to "*what's next*"

Keep feedback loops alive

- Don't wait for post-mortems—invite real-time input from those living the change
- Use surveys, skip-levels, team retros

Celebrate adaptability, not just output

- Recognize when teams flex, evolve, or creatively solve even when results are still forming
- Tell stories of growth, not just goals

Normalize discomfort as part of growth

- Remind teams: '*Uncertainty means we're stretching.*'
- Build psychological safety so people can speak up and stay engaged

KEY TAKEAWAYS

Change fails when we forget the human journey

ADKAR + Coaching = sustainable transformation

Operational handover is the bridge

Coaching is a strategic lever

What one action will you take back to your team?

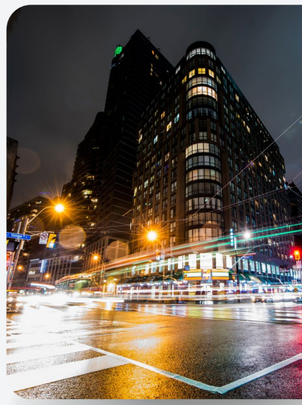
REINFORCEMENT IN ACTION

Your Post-Go-Live Pulse Check

- Are people clear on expectations going forward?
- Have we acknowledged recent wins or effort?
- Who still needs coaching or confidence?
- Do our champions have what they need?
- What barriers are showing up —and are we listening?
- Are we checking in at 30/60/90 days?

Print this. Share it. Use it at 30/60/90 -day check-ins.

DEB CARVILLE
COACHING



To continue the conversation, visit CoachWithDeb.com or scan the QR code.