

Change Management

The Systems & Projects Team at AA Radio understands that radio system projects inherently require varying degrees of change management. With over 120 years of radio system design, project implementation and ongoing support services in our management team, we have seen all too often companies delivering projects without managing the impact of change on an organisation.

At AA Radio, we believe that Project Management and Change Management go hand in hand. It is the end user that becomes the advocate or detractor of a project and the later is usually the result of a lack of understanding or willingness to engage a new system; all easily avoidable when applying a tailored change management process.

AA Radio adopts a purpose fit organizational change management model that describes the various stages, activities and tools implemented by the Project Management Team. Our organizational change management process is based on completely understanding our customers operational and business requirements and clearly defines the change management strategy and plans based on the customers needs.

AA Radio's organizational change management process is build around three phases. Preparing for change requires careful planning of readiness assessments, risk analysis, documentation strategy, team structure and development, to identify specific strategies and highlight any potential resistance.

Managing change requires the development of a communications, coaching, training and resistance management plan. AA Radio integrates these components into an overall Project Plan and working closely with the customer, we execute the change management process.

The third and final stage of the organizational change management process; Reinforcing change, requires the collection of end user feedback, a compliancy audit and gap analysis. Through this process our Systems & Projects Team continue to identify any resistance, celebrate successes and milestones throughout the project and work closely with our customers toward the transition to business as usual.

AA Radio understands that effective change management requires two, equally important, components; organizational and individual. Our organizational change management model describes the various stages, activities and tools implemented by the Project Management Team whilst the individual change management model describes how a single person makes a change.

Managing change without both perspectives is ineffective. Without an individual change management model, there is a fading focus on the deliverables the Project Team is seeking to achieve with the people side of the organization. Without an organisational change management process, changes become difficult to manage and can negatively impact all employees. AA Radio's organizational change management framework guides all activities in a manageable and repeatable way.

The carefully planned migration or implementation of a new radio communications system is critical. How this is managed directly affects the end users and therefore the overall success of the project. There is no best practice to the initial approach to developing a change management strategy, as operational and business requirements, budgetary constraints or environmental issues will guide the development of the management plan.

The key to our successful change management is due to completely understanding our customers operational and business requirements. This is then followed by an integrated approach utilizing an individual change management process with an outcome-orientation and an organizational change management process with an activity-orientation. Our emphasis throughout is ensuring the customer is delivered our promise.

AA Radio delivers quality outcomes in a professional and caring manner. Our progressive and creative approach to our business ensures AA Radio continues to deliver excellence in radio systems solutions.

HEAD OFFICE 28 Trade Place, Vermont, VIC 3133 **PHONE:** (03)9264 8333 **FAX:** (03)9264 8350

REGIONAL SUPPORT * Gippsland * Bendigo * Shepparton * Sunraysia * Tocumwal **PHONE:** 1300 400 633