

Simatree Case Study:

Major U.S. Auto Manufacturer Change Management Strategy and Roadmap

Simatree developed a change management strategy and transformation roadmap for a major U.S. auto manufacturer to empower the organization to evolve and compete in the digital native market through its dealers' and customers' adoption of digital experience tools.

Overview

The client—a U.S.-based multinational auto manufacturer—had in recent years started turning its focus to manufacturing electric vehicles (EVs) and building digital experience tools for consumers.

The client turned to Simatree to help them develop a change management strategy and transformation roadmap for key stakeholder groups involved in transitioning to a heavily digital experience that ultimately changed information access for the consumer as well as the company and its dealers. Simatree delivered a strategy for the roll out of new digital products, focusing on sponsorship, communications, training, resistance management, and performance management. Simatree leveraged industry best practices and expertise in change management, coupled with proven project management methodologies, to ensure the appropriate steps, dependencies, and cadence were followed.

The Challenge

Faced with the growth of EVs and the digital native consumer in the automotive industry, the client needed to evolve by launching digital experience tools to gain access to customer data and deliver more value to both dealers and customers. To support the introduction of digital experience tools among dealers and consumers, the client engaged Simatree to develop a strategy for successful rollout and mass adoption.

The Solution & Benefits

To prepare for the change management initiative, Simatree conducted working sessions with the client leadership team regarding the change and leadership's understanding of the magnitude of its impact on stakeholders. Simatree then conducted a change management gap assessment to identify stakeholder groups and likely pockets of resistance, as well as understand performance incentives for each stakeholder group. From these efforts, Simatree developed a change management strategy and roadmap for the development, deployment, and adoption of digital experience tools.

Simatree also produced a Change Readiness Guide, which outlined a framework for identifying and prioritizing stakeholder groups for deployment and a plan to identify and train leaders and change agents. Simatree also supported leadership by producing communication guidance around key messaging for incentives, stakeholder training materials, and tools for measuring value and monitoring adoption. To support adoption, Simatree drafted a resource plan to sequence all activities against a repeatable timeline with defined support roles, proposed a multi-disciplinary team to accomplish the work, and developed a risk tracking mechanism. At the same time, Simatree produced and monitored a full Gantt chart to implement targeted approaches for each area of the project workplan.

Simatree's change management guidance was informed through best practices established by the Association of Change Management Professionals (ACMP) Standard for Change Management, PROSCI, LaMarsh, and research developed with George Mason University.