

# Digital Transformation: How Executives Can Effectively Lead Change

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**I just can not  
take it anymore!**

# AGENDA

1

The benefits of change

2

Keys to creating a successful digital transformation strategy

3

Lessons Learned

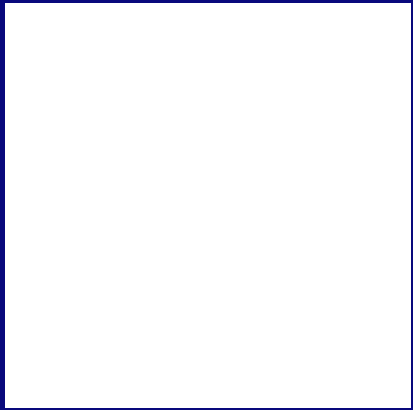




# The Why

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# We have all heard the excuses



Change is too hard

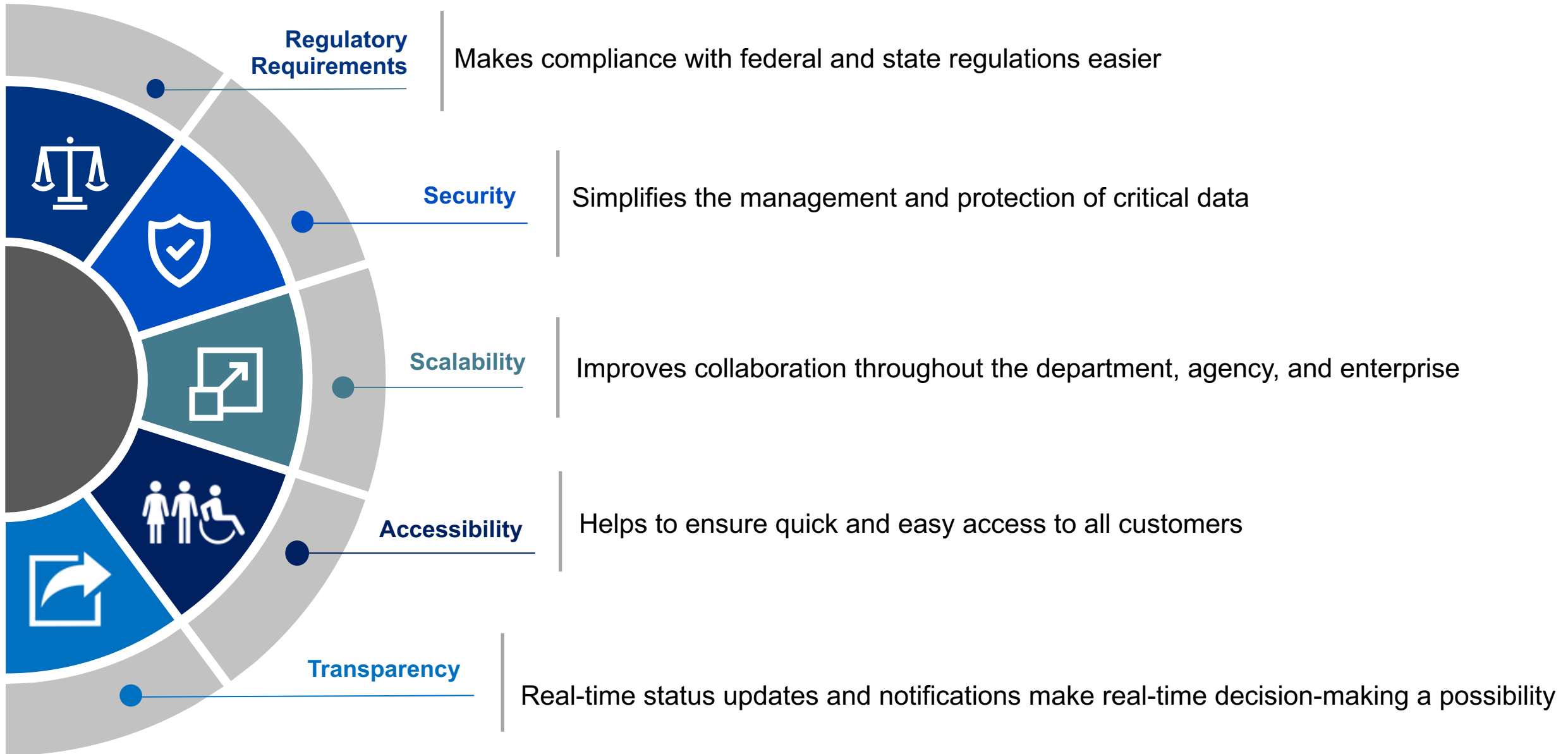


My people will  
not change



Will take too long

# Possible future if a change is made





# Keys to creating a successful digital transformation strategy

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# Steps to jumpstart your process improvement journey

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*"You do not lead by hitting people over the head, that's assault not leadership."*

- PRESIDENT DWIGHT D. EISENHOWER

- 1 Identify your critical functions
- 2 Identify your key stakeholders
- 3 Map the business process
- 4 Document the business case



# Identify your critical functions

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- What would cause our agency to stop functioning
- What would cause us to be on the news
- What would cause customers harm





# Identify your key stakeholders

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- Who has influence over the process
- Who could derail the new process
- Who is impacted by the process



# Map the business process

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- What happens from the beginning to the end of the process
- Who is responsible for what at each stage
- What bottlenecks or gaps exist





# Document the business case

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- Present a clear vision based on achievable outcomes
- Show how the proposed solution will solve current challenges
- Demonstrate tangible business impacts
- Timeline and metrics for success

# Lessons Learned



# A Few Lesson's Learned From Our Experience

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- 1 Choosing the right software/vendor
- 2 Inject change-makers and influencers throughout the organization
- 3 Organizational Change Management and Training are **critical**
- 4 Good project management is the key to success
- 5 Don't lose sight of WHY you are doing what you are doing



# Choosing the right software/vendor

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- Ask for Product Demos
- Review processes, identify improvements
- Gather requirements
- Ask the right questions
- Weight the requirements
- Score the vendors



- *Forced Ranking Instructions*
- *Best Practice: Steps for Software Selection*
- *SaaS IT Requirements Questionnaire*
- *IT Vendor Assessment Scorecard – Example*
- *Vendor Scorecard - Example*



# Inject change-makers and influencers in your organization

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- Decision-making team includes business & IT
  - Buy-in and adoption
  - User-friendliness
  - Answers the need of each business unit
  - Secure
  - Works within existing IT framework
- Empower the decision-makers



# OCM and Training are Critical

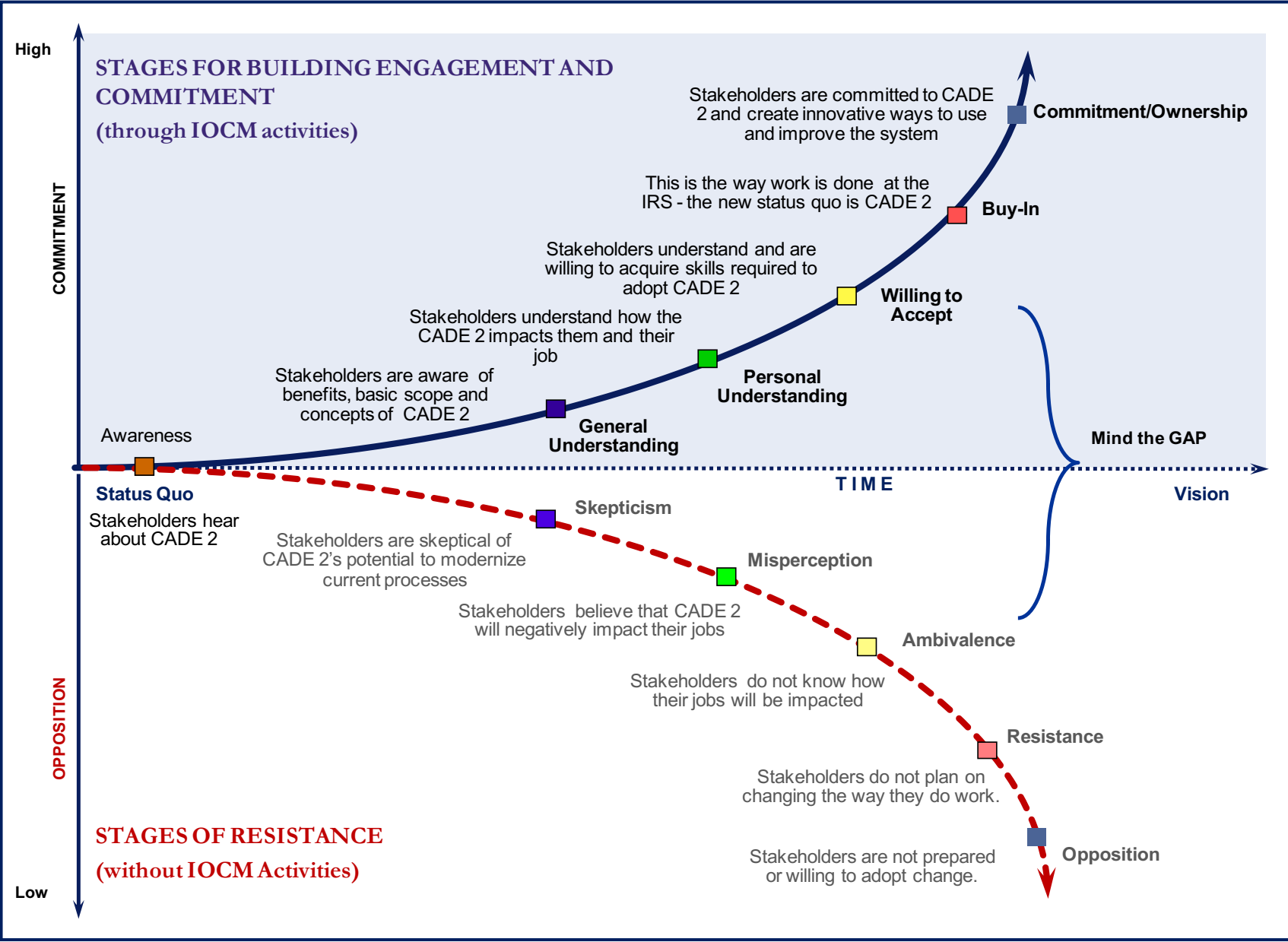
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- Change Readiness Assessment
- Internal “marketing material” to promote the change
- What is the staff perception of this effort?
- Job responsibilities will change and may be eliminated
- Training is critical for success



- *An Introduction Guide to Change Management – eBook*
- *Change Management Best Practices*
- *Commitment Curve Example*

# OCM and Training are Critical





# Good Project Management is Key to Success

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- Good communication
- Control the Scope
  - Manage scope creep
  - Don't over-engineer/overcomplicate
  - Investigate new technology, introduce when it makes sense
- Be agile
  - There will be surprises along the way
  - Take an Agile project management approach
  - Estimated levels of effort are often best guesses
- Manage that budget!



# **Don't lose sight of why you are doing what you are doing**

The most successful transformations have a clear, concise vision that is driven by leaders and engaged staff who understand why they're doing the work. Know why you are doing what you are doing.

Connect it to your customers' needs. Involve your staff meaningfully in creating and executing the transformation.



**What did you  
learn from your  
transformation?**



**“ Even if you are on the right track, you will get run over if you just sit there. ”**

**- WILL RODGERS**

The image features a dark blue background with a light blue grid pattern. In the center, a silhouette of a person stands with arms outstretched, facing a group of silhouetted people seated in the foreground. The overall scene suggests a presentation or a Q&A session.

# Questions?



# Thank you!

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