

February 18, 2021 | Strategy

Why is Change Management So Important Today?

The ancient Greek philosopher Heraclitus once said that the “only constant is change.” Those words resonate in today’s mercurial, pandemic-affected world where businesses and people have relied on the digital landscape for not only communication but also for survival.

Perhaps this is the reason ‘change management’ has been so important in today’s world of business. Managing change is obviously important, but what exactly is the discipline and why do companies enlist ‘change management help’? Change management is a framework that places the user at the center of the change experience. Affirma’s Director of Change Management, Carrie King, provides some keen insight:

“Change is constant in today’s business world. Whether it is through mergers and acquisitions, digital expansion, or the introduction of new technologies, restructuring or regulatory changes—businesses need to keep up with business transformation to not only stay relevant, but also give employees successful digital solutions and be future-focused.”

King recently brought [Change Management](#) to Affirma as she knew how important the service would be for businesses navigating 21st-century technologies and the digital revolution. The pandemic has only expedited the demand with the growing need for obtaining remote work solutions quickly.

Change Management Definition and Business Consulting Practice

Change management is a collective term for all approaches to prepare, support, and help individuals, teams, and organizations in making organizational change, according to [The Association of Change Management Professionals \(ACMP\)](#). Basically, in layman terms, change management focuses on how to help employees embrace, adopt, and utilize change in day-to-day work with ease and confidence, approaching them on their own terms and on the level they like to be engaged. Change management consultants are equipped with the knowledge and training in those transitions and tools to help with the important transitions.



Affirma’s change management experts focus on enabling transformations through organizational and personnel solutions, using analytics and insight to drive sustainable change. King comments, “By providing innovative change management tools and resources, which are adapted for every client’s unique situation, Affirma is able to set the framework for successful, long-term change with the user’s needs at the forefront of our process.”

By helping drive the successful adoption and usage of change within the business and helping employees understand and commit to the workplace shift, change management experts help navigate organizational transitions to be more cost-effective, efficient, and accepted. Knowledge really is power when it comes to facing change with worthwhile and powerful business solutions which is why having a professional help with the transition is so beneficial. [Effective Change Management for Future Success](#)

There is no easy way to put it – change is tough. The good news is that Affirma works directly with teams in the planning, delivery, and sustainment phases of the change management process to make sure the transition to the desired future state goes smoothly to achieve expected benefits and positive ROI.

We help businesses of all sizes with the following change management solutions:

- Digital Transformations
- Knowledge management plans
- Workplace alignment
- Stakeholder management
- Leadership training and educational engagement
- Cultural change support and adoption programming
- Change impact assessment and sustainment

There is no one-size-fits-all solution, which is why we work directly with your business to meet your unique needs. We will help you identify your organization’s plan for change and then help you strategically transition with customized training and check-ins along the way.

Can Change Management Help Your Business Succeed?



If the success of your project depends on users adopting a new way of working, a robust change management program may be important for you and your organization. As a [full-service digital design, technology, and marketing firm](#), our experienced change management experts make sure your business is set up for transformation success. We offer a comprehensive approach to organizational evolution to help you achieve smooth transitions with minimal business disruptions.

We invite you to contact us today to learn how Affirma can help you take the steps to make a meaningful, cost-effective, and successful change in today’s rapidly evolving world of newer technologies, strategies, and innovations.

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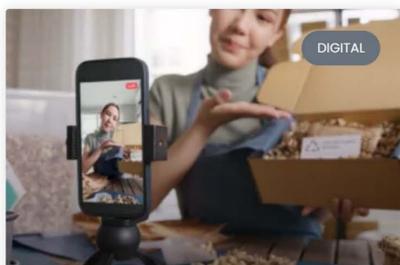


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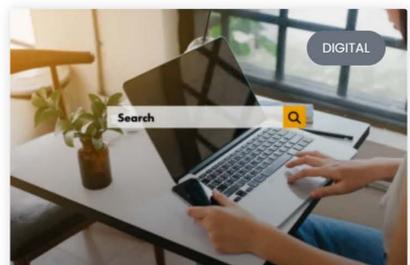


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