Change Management Journey
A thought starter for Leaders

Purpose of this document is:

- To assist companies (Sponsors / Member Companies, CROs, Vendors) who intend to implement TransCelerate's Digital Data Flow (DDF) solution

- This document is intended as a thought starter for leaders and serves as a broad outline of the Change Management journey

- This tool is not intended as an inflexible roadmap specifying the only way to approach DDF adoption

How to use this tool?

- Review each stage of the Change Management journey and consider reviewing related content

- Leaders may consider the Change Management journey in the context of their organization

- TransCelerate recommends leaders begin open ended discussions in their organization to discuss the Change Management journey

This tool is NOT:

- A Change Management roadmap for a specific organization

Four Stages of DDF Maturity
A framework for organizations to understand the pathway toward full DDF adoption

Engagement Level (vertical axis)

Maturity Level (horizontal axis)

01. Awareness

I'm new to DDF and want to go self-learning.

Things to do to increase awareness of DDF

- Visit DDF Website
- Watch DDF general videos

02. Understanding

I've learned about DDF, and now I have questions in preparation for taking action

Things to do to increase understanding of DDF

- Attend upcoming webinars or watch previous webinar recordings
- Attend DDF related presentation(s)/ Workshop(s) at conferences
- Watch DDF solutions videos
- Explore persona toolkits and the architecture scenarios tool
- **+** *Awareness activities*

03. Action

I know a lot about DDF and want to start testing and experimenting with options (i.e Proof of Concept, etc.)

Things to do to start taking action with DDF

- Deep-dive into the USDM
- Download & explore DDF solutions
- Participate in DDF Events
- Participate in DDF Community meetings
- **+** *Awareness activities*
- **+** *Understanding activities*

04. Commitment

I'm ready to design a solution to be implemented at my company and/or actively contribute to DDF.

Things to do to commit to DDF

- Volunteer with TransCelerate DDF project or CDSIC
- Actively participate in GitHub and the open-source community discussions
- Update solutions to use DDF solutions
- **+** *Awareness activities*
- **+** *Understanding activities*
- **+** *Action activities*

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