

Strategies for resourcing your change

How to select the best approach to build your change management team

The first step to any change is getting the resources in place to carry out the project. Selecting and sourcing the change management team is a critical business decision.

There are four strategies to source change professionals for your team:

Hire: Recruit and hire new employees

Buy: Partner with change management consultants

Rent: Augment current staff with contract employees

Build: Develop existing staff as change professionals and provide supporting infrastructure

In many cases, resourcing requires a mixture of a few of these strategies. For example, you could buy change management support while building your capability, so you're ready to hire the change management resources in the future.

How to use this guide

Identify the factors that are present in the change your organization is facing, and then review the suggested resourcing for trends. By prioritizing the factors that most relate to your organization, you can determine the optimal resourcing strategy.

Budget

Factors

Suggested Resourcing

Project has the budget (or can get the budget) to support the change management resources.

Hire, Buy, Rent, Build

Timing of the change

Factors

Suggested Resourcing

The change effort is expected to not begin immediately.

Hire, Build

The change effort must begin soon (or immediately).

Buy, Rent

Organizational structure

Factors

Suggested Resourcing

There is a clear career track for new change management professionals.

Hire

There is not a clear career track for new change management professionals.

Buy, Rent

The organization wants to establish a new organizational structure and roles for change professionals.

Build

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Leadership

Factors

Suggested Resourcing

Project team or leader does not have the capability to manage the change, only the deliverables or outputs.

Buy

Project team or leader can supervise, coach and manage change resources.

Hire, Rent

Executive leadership is willing and able to sponsor the decision to build organizational change capability.

Build

Change competency

Factors

Suggested Resourcing

The organization understands change management, has adopted a recognized change management methodology and can onboard, train and coach new resources.

Hire, Rent

The organization is seeking to use or adopt a change methodology.

Buy, Build

The change or project

Factors

Suggested Resourcing

The change requires broad and deep expertise and possibly an outside perspective.

Buy, Rent

The change is discrete, and requires defined and measurable outcomes.

Buy

There are multiple changes occurring at the same time, with more changes expected in the future.

Hire, Build, Buy

The shortcut to creating your team

It is uncommon for organizations to have a clear path to resourcing for their current (or future) changes.

LaMarsh Global provides clarity to this vital step. We review the state of your organization's change capability and the characteristics of the changes you're facing. A strategic approach to resourcing will let you focus on completing the change – and not worry about how.

Contact LaMarsh Global to determine the best way to build your change management team at www.lamarsh.com.