

# Change Management Checklist:

## Essential Steps for Successful Digital Transformation

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For brands learning how to navigate this journey, here is a three-step change management checklist for successful digital transformation.

### Step 1: Prepare for Change

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- Understand your current state:** Identify your existing technology gaps and assess your current internal processes.
- Build buy-in:** Work with internal stakeholders across business units — including ecommerce, product design, marketing, and operations teams — to set realistic and measurable goals.
- Partner up:** If necessary, identify strategic technology partners that can advance your digital maturity.
- Distribute and communicate your plan:** Document and share your strategy with key stakeholders and their teams.

### Step 2: Manage Change

Next, determine how you'll keep your initiatives on track. This means ensuring that digital transformation serves as the framework that guides decision-making within your organization.

- Collaborate:** Work with the C-suite and senior leadership to reinforce your company's new vision.
- Track and measure:** Create a cross-functional internal committee that will focus on tracking and reporting on digital transformation initiatives.
- Seek input:** Within this committee, create a process for gathering feedback at different levels of your organization — and from your customers.
- Be nimble:** Use this feedback and your learnings to make adjustments to your strategy.

### Step 3: Reinforce Change

Without reinforcement, teams will fall back into old habits and processes, so dedicate time to support these new changes every step of the way.

- Be transparent:** Communicate early and often to ensure your change management is progressing smoothly.
- Use technology as a key enabler:** Give teams access to solutions that will streamline communications and collaboration, including flexible integration and remote work tools and a commerce experience management (CommerceXM) platform.
- Measure your return:** Track the return on investment (ROI) of your tech investments in terms of cost-savings and efficiencies.digital maturity.
- Share results:** Provide visibility into performance metrics and share them throughout your organization. This will make believers out of the skeptics and ensure you continue to get the budget and support necessary to drive your company's digital transformation forward.

### Notes:

### About Salsify

The Salsify CommerceXM platform powers the experiences shoppers demand at every stage of the buying journey — everywhere on the digital shelf.

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