

# Project / Initiative Name



## Our Why and the Why Now

Ensure your Why has a clear tie to organizational strategy and creates a sense of urgency to help people understand why this is being prioritized.

## Where We Are Today?

- What is the current state?
- How do we work today?
- What pain points exist in the organization, specific departments or within certain roles?

## Where Are We Headed?

- How would we describe our future state?
- How will we work when this change is completed?
- What are the major differences we can expect to experience?

## What Benefits Will This Bring?

- Include examples of organizational, business unit/division, region, and/or specific roles.
- Goal is to include a variety of benefits to increase the amount of employees that will feel connected to the change – or could relate to the value it will bring even if it doesn't personally impact them.

# One Truth Data System



## Our Why and the Why Now

ABC Company in a unique position to significantly grow due to recent industry changes. In order to capitalize on this, investment in our infrastructure is critical to support our ability to scale and deliver quality products & services.

## Where We Are Today?

- XYZ system is outdated and facing end of life
- Disparate systems across departments create confusion
- Many of our processes remain manual and prone to error
- Decline in key customer feedback ratings suggest this is no longer just an internal issue

## Where Are We Headed?

- Integrated suite of systems that support data flow across departments and throughout our customer lifecycle
- Implementation of standardized data quality rules and governance to maintain over time

## What Benefits Will This Bring?

- **A single source of truth** for customer and operational data, increasing accuracy and confidence in data
- **Removal of data silos**, providing employees with greater access to data to help them do their jobs successfully
- **Automated processes** reducing time, errors, and department frustration
- **Less time fighting fires**, more intentional time with customers
- **Improved customer experience** with increased reporting and invoice accuracy