

## Action plans



### Step 1 – Setting your objective

Beginning the adoption of any new technology should start with being clear about what you want the software to do or the problem you'd like it to fix. That will help direct any future decisions you need to make and prevent you from investing in something your business either doesn't need or won't actually use.

- **Effort:** High
- **Impact:** High

#### Step 1:

The first step of the software-buying journey is to decide what you want it to do. Which problem do you want it to solve? Which goal do you want it to achieve? Answering this will help you narrow down the type of software you need.

- **Impact:** High
- **Why this will help:** Having a clear and well-defined objective from the start is one of the critical success factors in making solid software choices. When salespeople are promising you the earth, you can use this to check whether the thing they are offering is something you actually want. For this action plan, you'll need to make use of our objectives template.

#### Step 2:

It's time to think in a bit more detail about what an ultimately successful adoption process will look like – whether this is about behaviour changes you'd like to see your staff exhibit or an improvement in business/customer communication.

- **Impact:** High
- **Why this will help:** Rather than thinking of success being simply implementation and use of a new technology, setting goals aligned with your company's wider vision and targets will help make the adoption more relevant and you should get better buy in from both senior management and the rest of the team.

#### Step 3:

Having spent the time establishing why and what good will ultimately look like, working out what parts of the business and which people will be involved is important.

- **Impact:** High
- **Why this will help:** Establishing which people will be involved will play a big role in the success of your tech adoption. You'll need a mix of those with experience, those that will be using the technology and those with the seniority.

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### Step 4:

Think about any upcoming critical dates your business has, such as a new product launch, board reporting deadlines, seasonal rushes or predicted cash flow dips, that may impact on the success of an adoption programme.

- **Impact:** High
- **Why this will help:** As with anything new and unknown, getting a grasp of what issues or challenges might crop up along the way will allow you to better deal with them if they end up arising – without needing pause activity or stop it entirely.