



ENABLING CHANGE

Accelerate your PLM Transformation with a people centric approach.



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PLM Road Map™ & PDT EMEA 2022

*Digital Transformation and PLM – a call for PLM professionals to
re-define and re-position the benefits and value of PLM*

18-19 October

CIMdata® **•eurostep**



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System

Process

People

Some of our clients

KONECRANES®

Hitachi Zosen
INOVA



zoetis



Metso:Outotec



openbom

FLSMIDTH



ABB



B | BRAUN



WHY DO PEOPLE RESIST CHANGE?



RICK MAURER

Organizational change management
for digital transformation

WHY DO PEOPLE RESIST CHANGE?



I don't get it

I don't like it

I don't like you



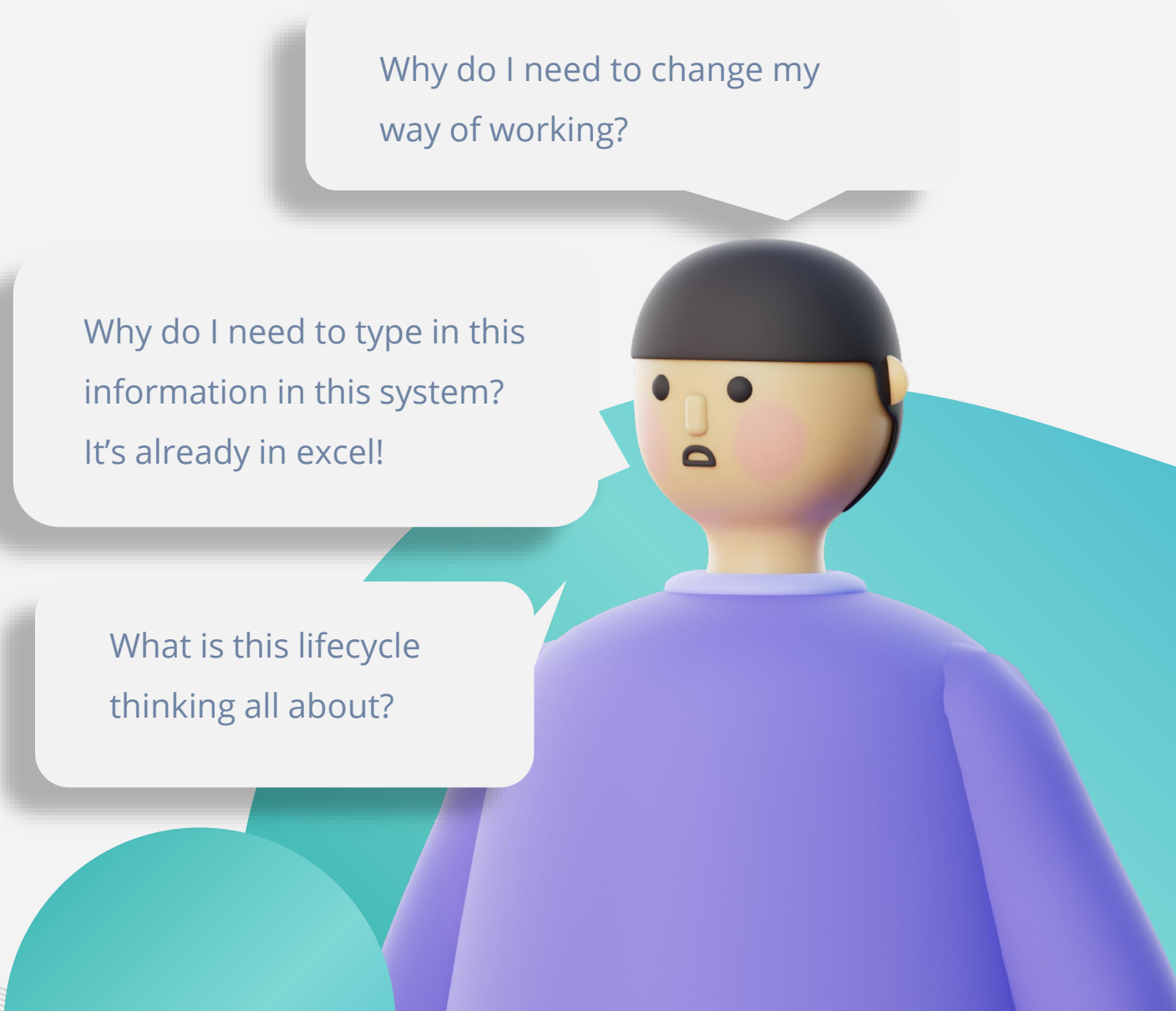


I don't get it

People don't understand what PLM is and why it's needed.

Management thinks it's a system - Why don't you make it work?

Users don't understand the big picture - Why is it so difficult?

A stylized illustration of a person with black hair, wearing a purple long-sleeved shirt, with a surprised or questioning expression. Three white speech bubbles with teal tails point towards the person from the left. The background features teal and purple abstract shapes.

Why do I need to change my way of working?

Why do I need to type in this information in this system?
It's already in excel!

What is this lifecycle thinking all about?



Where am I? Where should I click now?

This system is so slow and ugly!

The old system was much better!

I don't like it

People hate the user experience of the PLM.

Users think it's the most difficult system they've seen – why do I need to use this s...?

Management thinks the system is faulty –
Why don't you just fix it



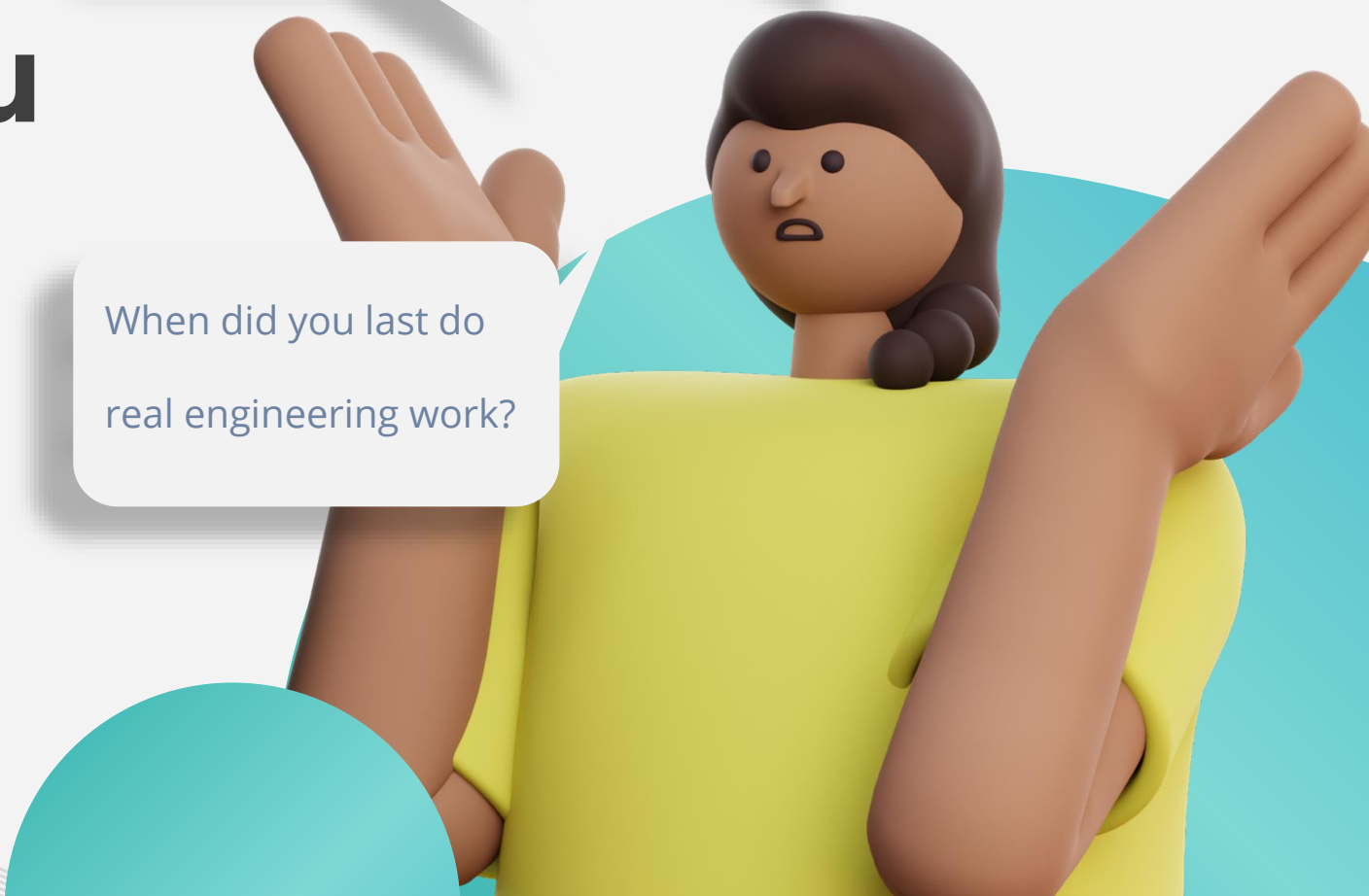


I don't like you

People don't trust you and they resist you.

Business doesn't understand where the budget for PLM is going.

Users complain all day and don't listen to you anymore

A 3D illustration of a woman with dark hair in a bun, wearing a yellow top, shrugging her shoulders with a questioning expression. Three speech bubbles are directed towards her.

Are you telling me how I should work?

Why should I care about your system?

When did you last do real engineering work?

Turn resistance into support

Accelerate your PLM Transformation and enable change with Share PLM

I DON'T GET IT



LEARNING

I DON'T LIKE IT



UX EXPERIENCE

I DON'T LIKE YOU

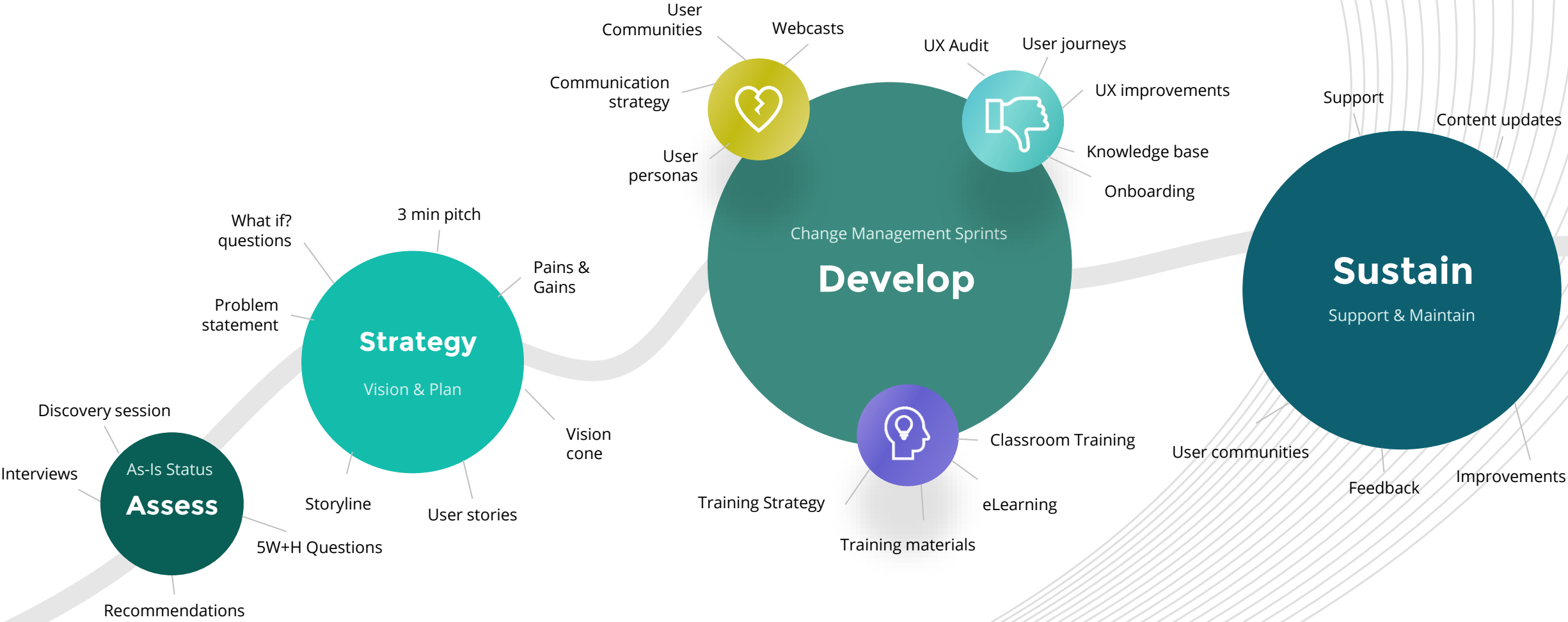


COMMUNICATION

How we will work together



How we will work together





ENABLING

CHANGE

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with a people centric approach.



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