

Your Compass to Meaningful PLM Transformation

PLM Road Map & PDT Europe 2023

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The Human Side of the Digital Thread

PLM Road Map™ & PDT Europe 2023
The Digital Thread in a Heterogeneous, Extended Enterprise Reality

eurostep **CIMdata** *A call for PLM Professionals to share their knowledge & experience*
November 15 & 16

\$3.4 trillion

Digital transformation programs have grown in the past 20 years, and this is the forecasted spending in 2026 according to the IDC.

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Large enterprises spend an average of
\$27.5 million on digital initiatives.

Source: International Data Corporation (IDC)



70% of digital transformations fail.

Source: Boston Consulting Group (BCG)




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Make it Personal

Adjust to Your Experience

Be Honest in Your Evaluation



Brain Wiring 101

System

Process

People

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WHY DO PEOPLE RESIST CHANGE?



RICK MAURER

Organizational Change Management
for Digital Transformation

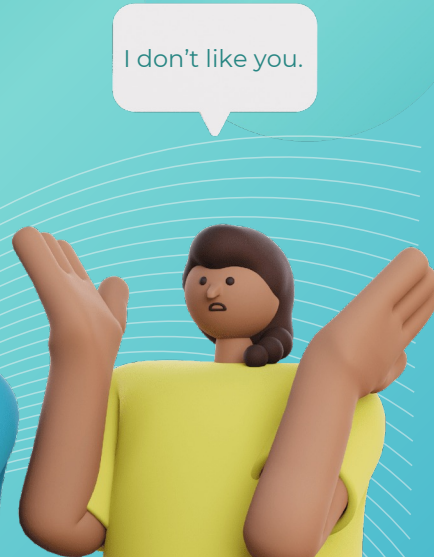
WHY DO PEOPLE RESIST CHANGE?



I don't get it.



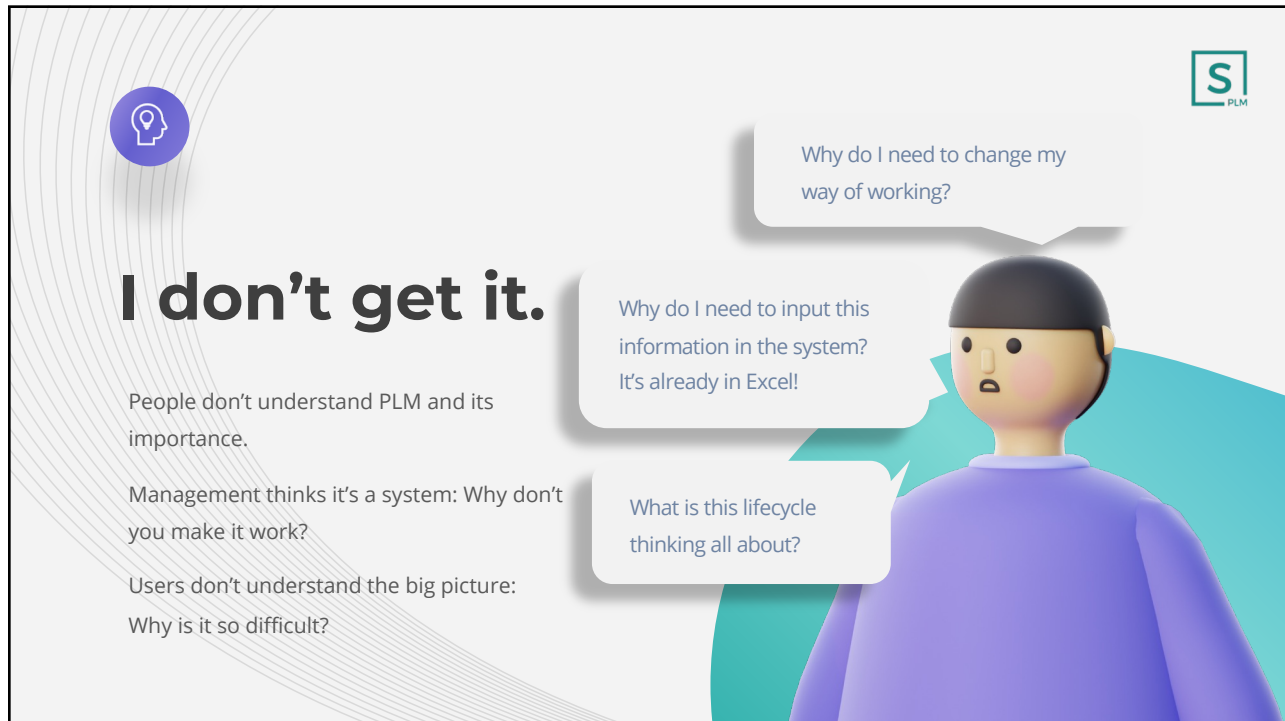
I don't like it.



I don't like you.

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I don't get it.

People don't understand PLM and its importance.

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?

Why do I need to change my way of working?

Why do I need to input this information in the system? It's already in Excel!

What is this lifecycle thinking all about?



I don't like it.

People hate the user experience of 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?


Where am I? Where should I click now?

This system is so slow and ugly!

The old system was much better!

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I don't like you.

People distrust and resist you.
The Business doesn't understand where the budget for PLM is going.
Users complain all day and don't listen to you anymore.

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

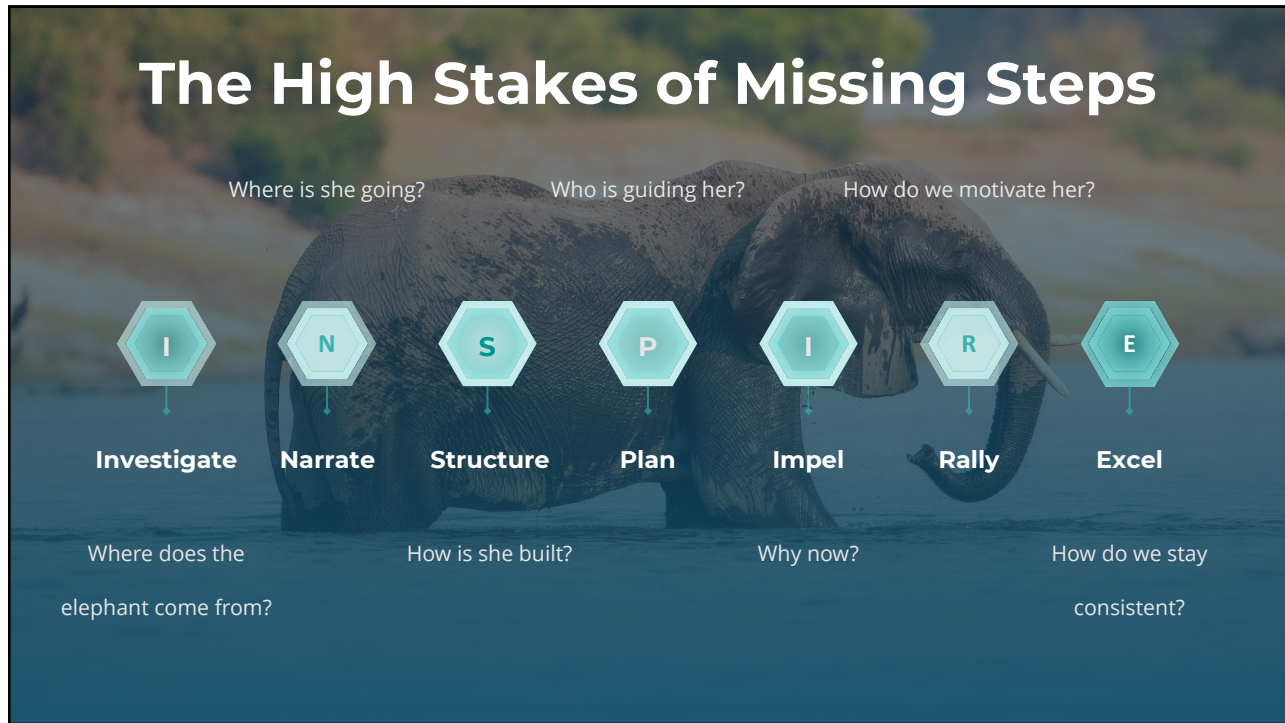
Accelerate your PLM Transformation and enable change with Share PLM.

I DON'T GET IT	I DON'T LIKE IT	I DON'T LIKE YOU
		
LEARNING	USER EXPERIENCE	COMMUNICATION

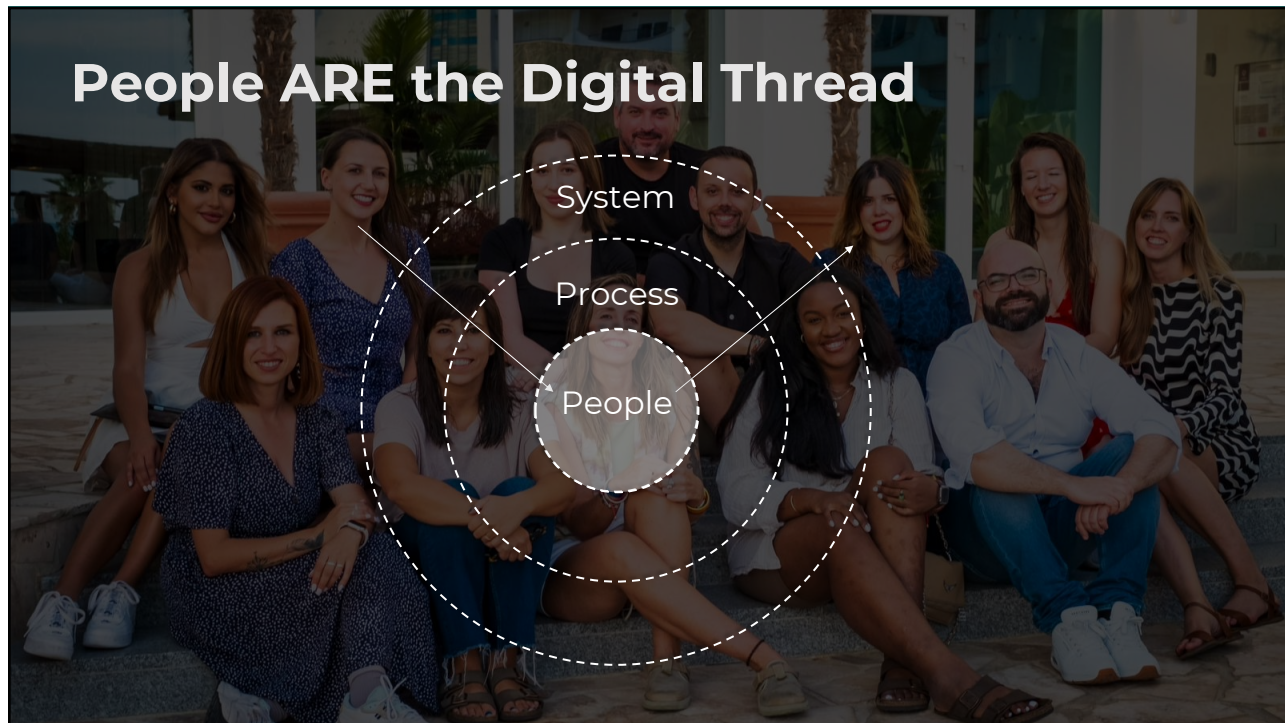
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The High Stakes of Missing Steps



People ARE the Digital Thread



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Thank You!

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