

Scaling new ways of working

GET STARTED

Change the way you and others work by taking a user-centered approach.

The 4 pillars outline a way to create pull for change. Meet people where they are, nurture and entrepreneurial spirit and experiment to understand what works in your organization to create a movement.

DEVELOP YOUR TRAILBLAZERS

Develop core skill set and connections among a group of individuals who show propensity for change to create a movement.



Begin with your own behavior

Think of one way to shake up your own workflow. What is a pain or just a drag that you can approach differently?

Focus on a few simple techniques

Learn a few general collaboration techniques and use them as frequently as you can. Experiment and get comfortable.

Visit www.salesforce.com/workdifferently for how-to videos and method cards. We recommend Collaborative Cycle and Journey Map to get started.

Build a small cohort

Who do you know that is a natural experimenter and not worried about how things are “suppose to be”? Engage them to learn and experiment together.

TOOLS AND SPACE

Provide simple tools required to productively collaborate to catalysts to support work and signify change.

Buy basic supplies.

Sharpies, post-its, 1/2 sheets, sticky easel pads. Buy enough so they don't feel precious.

Identify a flexible space to takeover.

Is there a conference room or corner close to where you already work where you can leave work up? You don't need—or want—a fancy innovation space.

Get creative

Don't worry about finding the “right” tool. The less investment the better.

What is most functional and accessible to meet your needs?



CREATE A PROOF POINT

Scope and run a project that is visible and communicated to the organization in order to build momentum and learn.

Pick a meaningful but doable project

Brainstorm projects in your domain that will have an impact to the organization but doesn't involve too many leaders. Set realistic expectations and timelines.

Staff it for success

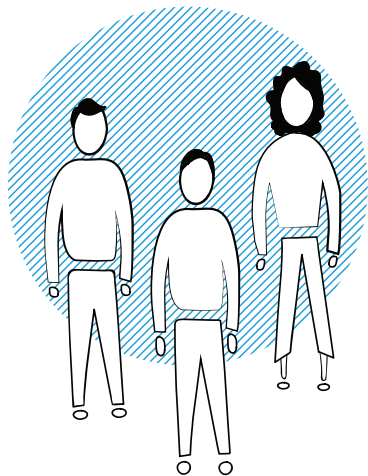
What are the “minimum viable” functions and team members needed to tackle the challenge?

Pull from all over the organization or consider contracting certain roles. Secure a small budget that doesn't require more than 1–2 levels of approval.

Socialize and communicate every step

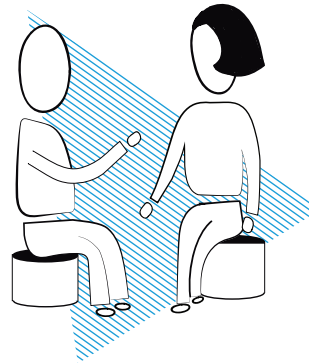
Create a frequent, regular cadence to share progress and learnings with the organization. Highlight differences to what is normally done.

Make work tangible—have work visible to others in as many places as possible.



COACH UPWARDS

Engage leaders and provide coaching to help them engage with trailblazers differently and create a supportive environment.



Find a curious leader

Think of someone in your organization you know that has some influence over people and resources, and isn't afraid to try new things.

Involve your leader in the journey

Ask your leader to spend time with the team beyond status updates to build personal empathy. Have them visit the team, or bring your work to them so they can immerse and see new ways of working firsthand.

Get them curious about prototypes and users so they start to ask about them instead of timelines.

Frame interactions for success

What statements or questions from leaders have you experienced that shut down exploration and learning?

At the start of each interaction with a leader, pause and set context and provide expectations of how you'd like them to interact with the material.

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Learn more

salesforce.com/workdifferently

For more information, search “*Four tactics for organizational change.*”

