climb ™
RockStep Solutions

modernizing *in vivo* research

Unlocking Hidden Blocks:

Leveraging User-Centered Approaches in Digital Transformation

Julie Morrison, President, RockStep Solutions

70% of Transformations Fail

Perspectives on transformation | Transformation | McKinsey & Company

Who We Are?

- RockStep Solutions
  - Modernize *in vivo* research for life sciences organizations, with a strong emphasis on end user engagement

- Partnership with Monstarlab
  - Provide a human centered approach to change, programme, and technology management

Our Core Beliefs

- We are successful when our customers are successful

- Build rapport and trust with transparency and vulnerability

- Create collaborative partnerships for successful transformations

What We Do?

- Needs Analysis
- Contextual Inquiry
- Workshops
- Change Management

Enemies of Change

- People debt

- Process debt

- Culture debt

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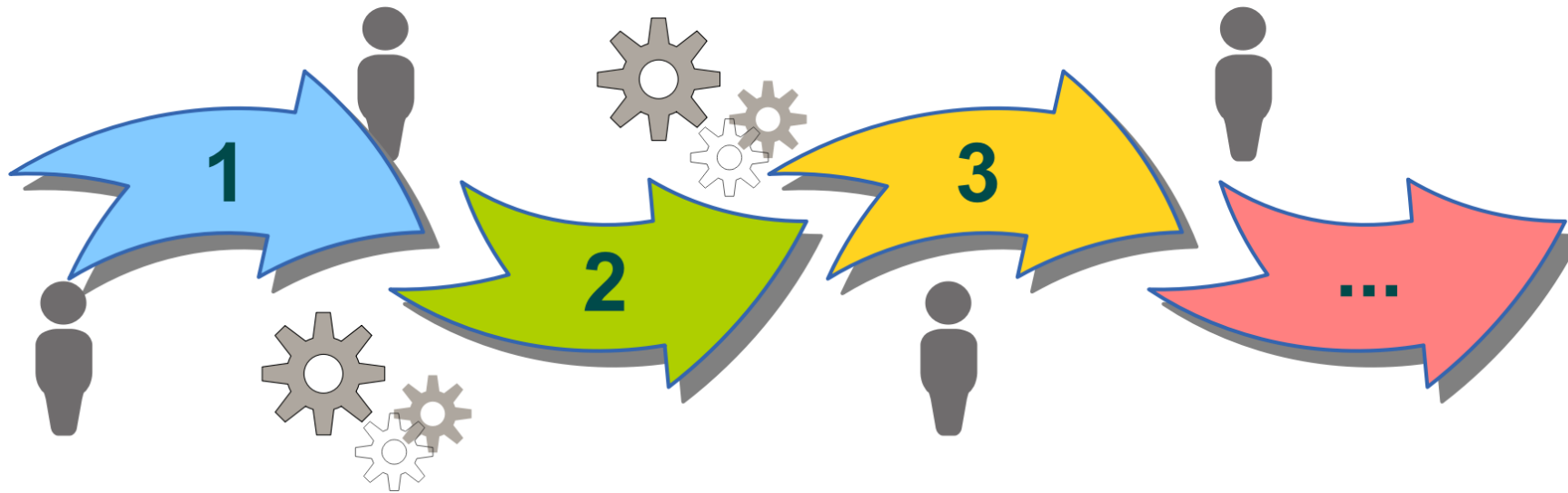
Digital Transformation is an Adventure with Many Levels

- Levels
  - Digital transformation projects

- Hidden blocks
  - Often-overlooked opportunities

- Vines
  - Change management and user centered practices
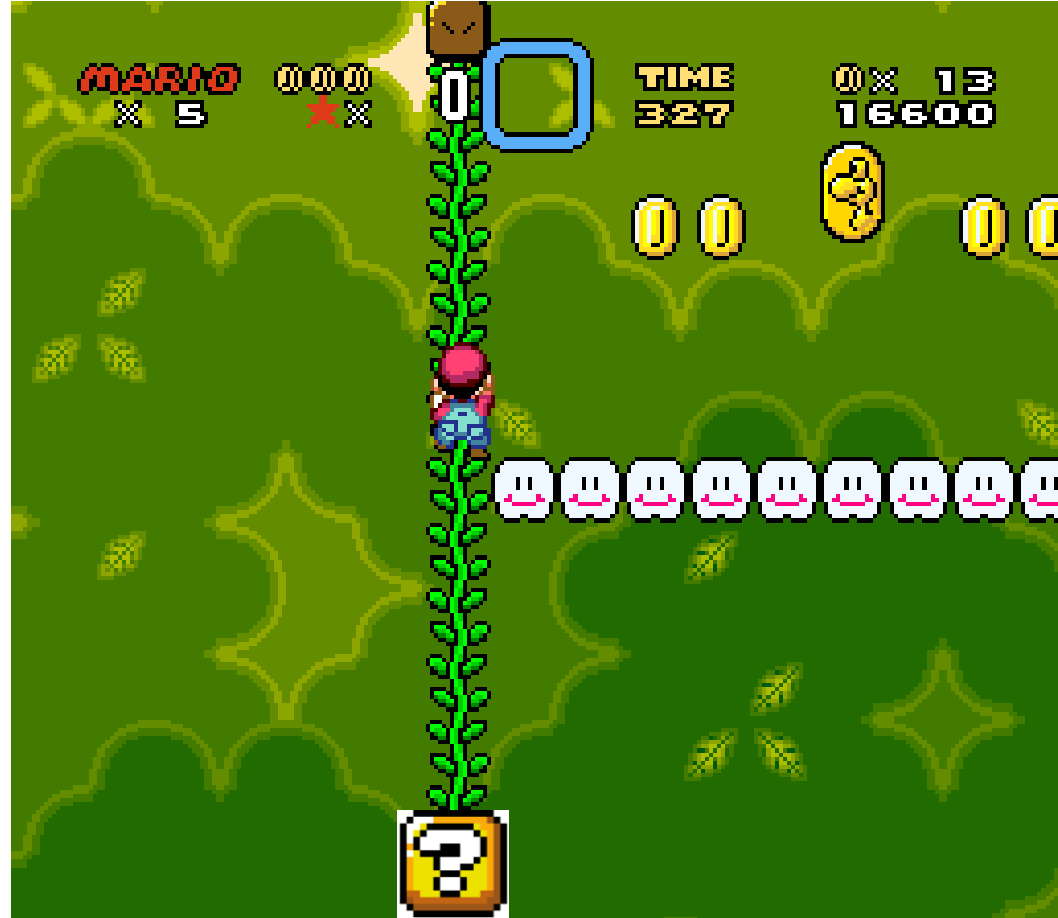
Climbing the Vine: The Game Changer to Success

- Leave major obstacles behind

- Gain extra rewards

- Accelerate the journey

Image created with Microsoft Copilot

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A User Centered Process

Create a culture of transparency that involves end users every step of the way

What's your biggest challenge in your role today?

Low Effort **High Effort**

High Impact

Quick Wins

Major Projects

Low Impact

Fill-Ins

Thankless Tasks

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As-Is / To-Be Workshops

Past ➡ *Future*

Drivers for Estimation of Effort and Focus

Hit those hidden blocks, climb the vines, and reach for the clouds!

- Uncover hidden blocks:
  - User involvement
  - Align on processes and WoW
  - Evaluate drivers for change

- 'Vines' enable us to:
  - Bypass obstacles
  - Streamline processes with intentionality
  - Achieve our transformation goals more efficiently

Image created with Microsoft Copilot
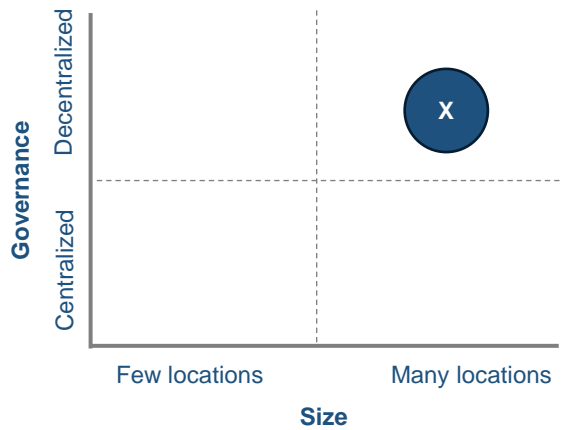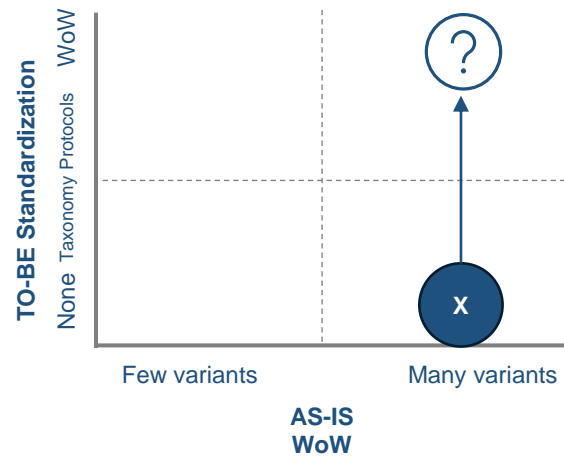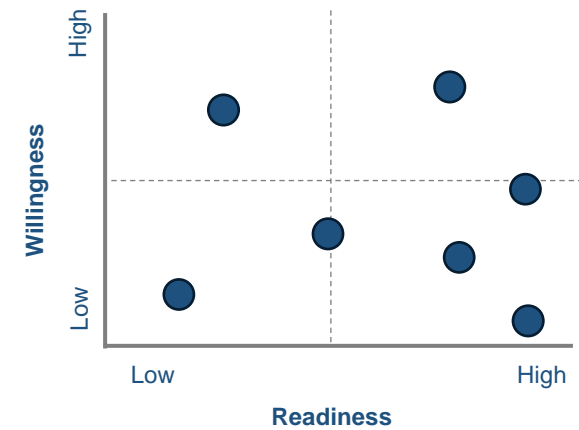
Next Year: 70% of Transformations are a Success!

🌟 Thank you! 🌟

www.rockstepsolutions.com