



# Change Management for Accessibility

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The background of the slide features three overlapping question marks in a light blue-grey color. These question marks are contained within a larger, cloud-like shape that also has a layered, paper-cut appearance. The entire graphic is set against a dark blue background.

# Why is Change Management so Important?

“If you fail to plan, you are planning to fail!”

A man in a dark suit and light shirt is standing in a library, pointing towards a presentation screen. The screen displays text about a 5-minute activity. The background shows bookshelves filled with books.

## **“There is nothing permanent except change.”**

On average, organizations today have gone through five major firmwide changes in the past three years—and nearly 75% expect to increase the types of major change initiatives they will undertake in the next three years. (Gartner, 2020)



**“The world as we have created it is a process of our thinking. It cannot be changed without changing our thinking.”**

While businesses are frequently undergoing big changes these days, about half of change initiatives fail, whereas only 34% report clear success. 16% of change initiatives report mixed results. (Gartner, 2020)





# **“People don’t resist change. They resist being changed!”**

Top-down changes are determined by upper management, whereas open-source changes are a co-operative process where employees and management are both involved in creating a change initiative. By using an open-source process, the rate of lasting success jumps up to 58%, compared to just 34% for top-down changes. (Gartner, 2020)



**“Be the change that you wish to see in the world.”**

The three most important elements for a successful transformation are 1) a fun, engaging communications plan, 2) executive sponsorship, and 3) innovation councils to sustain the change. (Google, 2019)



**“Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has.”**

Activities that improve employee engagement included: executive sponsorship or leadership (45%), increased consultation with frontline employees (42%), and improved communications (32%), among others (Google, 2019)



A close-up, slightly blurred photograph of a hand moving a white chess piece (a king) on a chessboard. The background shows other chess pieces and the hand of another player, creating a sense of a strategic game in progress. The entire image has a dark blue overlay.

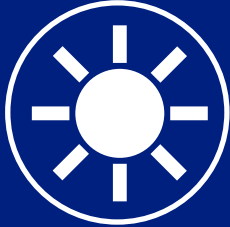
**“Rather than avoid risk, take intelligent risks. It will give you a competitive edge.”**

Change and Risk Management goes hand in hand. Many organizations have found by implement change management, it also help with lower risk and increasing tolerance.

# Change Management Theory

We selected four theories to examine introducing accessibility to an organization.

# Lewin's Three Stage Model



## Unfreeze

- Create an awareness
- Examine the status quo
- Communication, Communication, Communication



## Changing

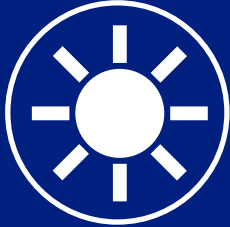
- Transition into the change
- People are learning new behaviors, processes, and thinking
- Address resistance and new ideas
- Education, communication, support, and time are keys for success



## Refreeze

- Reinforce the new way of doing things
- The change becomes the new status quo

# Example - Lewin's Model



## Unfreeze

- Evaluate the team's personal core values
- When are team events taking place?
- What does my teammates schedules look like?



## Changing

- Send out a survey about scheduling
- Tell the team how team building will help.
- What events will the team respond the best to?



## Refreeze

- When the team members show up reward them!
- Share photo of the events with others
- Schedule the next event as soon as possible

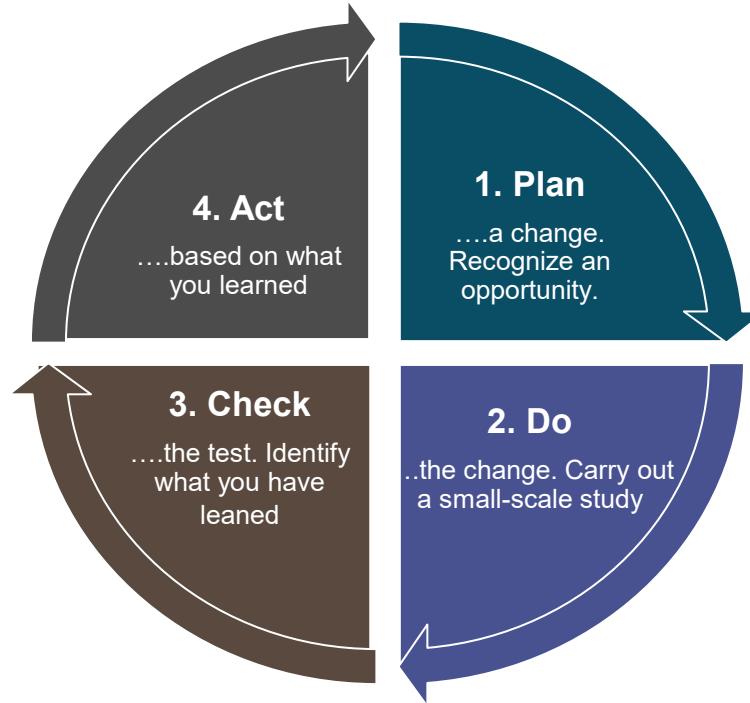
Change Management

# Case Study – Lewin's Model

“ This seems like a lot of work for the team.  
Considering there are not a lot of people  
with disabilities that use our website.”

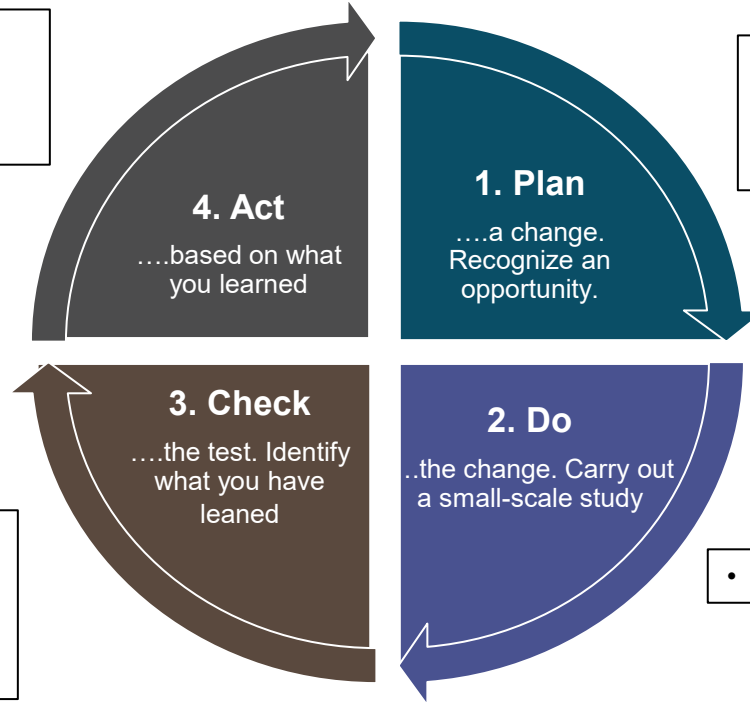


# Plan Do Check Act (PDCA)



# Example - Plan Do Check Act (PDCA)

- Were we successful?
- What would we change?
- What other problem is there to solve?
- How can the plan be improved?



- What problem do we need to solve?
- What do we need?
- What do we have?
- What does success look like?

- Measure what the team doing?
- Seek feedback from team members
- Seek feedback from customers
- What the root cause of the problems we found?

- Execute the plan we decide to do!

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# Case Study – Plan Do Check Act

“  
There are automated tools like axe  
Devtools we can use. Are we sure the team  
will even use them if we put them out  
there?”

# Change Management

# ADKAR



# Change Management

## Example - ADKAR

### AWARENESS

Each day we use millions of gallons of water and tons of detergent in hotels to wash guest towels that have been used once.

### DESIRE

Decide for yourself.

### KNOWLEDGE

A towel on the rack means: "I will use it again."

A towel on the floor or the tub means: "Please Exchange"

### ABILITY

Placing a towel on the rack or leaving it on the floor.

### REINFORCEMENT

Hotel guest's gratification for helping the environment.

Hotel's expense reduction from using less resources.

Some Hotels give customers points for doing it.

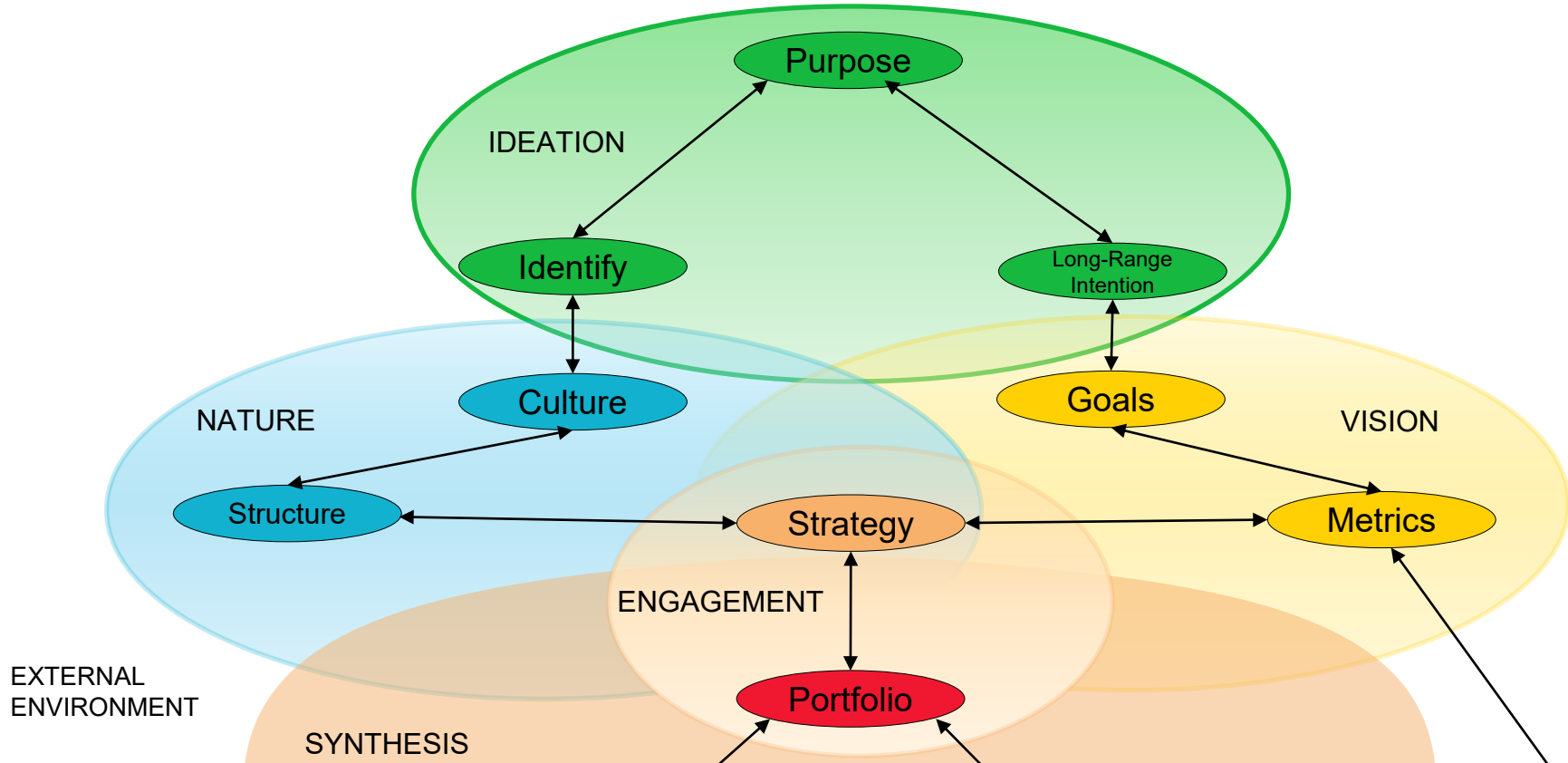


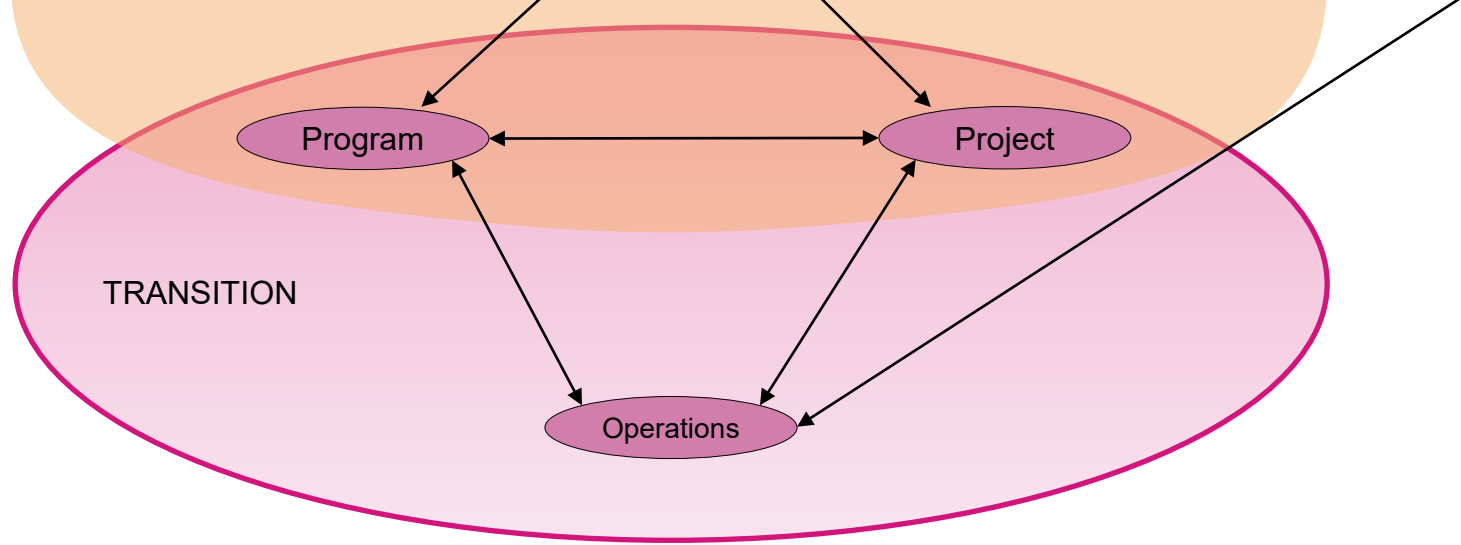
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# Case Study – ADKAR

“ We just did an assessment and there are thousand of issues to fix. Where do I even begin to start? There is no way we can fix that many errors!

# Strategic Execution Framework (SEF)





# Example – Strategic Execution Framework

Purpose	Does the Widget align with the company's mission statement?
Identify	Does the Widget align with how the company is identified in the marketplace?
Long-Range Intention	Does the Widget align with the long-range vision for the company?
Culture	How does the Widget align to the company values?
Structure	Are the people aligned in a way where producing the Widget makes sense?
Goals	How does producing the Widget help the company meet its' objectives?
Metrics	How will we measure the Widget to ensure that is moving the objectives forward?
Strategy	What business units own producing and measuring the Widget?

Change Management

## Case Study – Strategic Execution Framework (SEF)

“What?!? You want me to do accessibility with everything else I already do? How am I supposed to fit that in with the rest of my work?”





**Any questions?**

Now's your chance!

Questions and wrap up

# Your own personal commitment



Take a moment to put in the chat what you feel was your top “wow” moment from this session.

What is the one thing you are willing to commit to doing **WITHIN ONE WEEK?**



**Thank you!**

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