

Organizational change in the digitalizational era

NOW with even ✨ more changes ✨ than ever before!

Woo hoo



Idea is to understand **digitalization and organizational change**, forget about the hype and discover what it means and what all this really looks like **in the actual work life**.

Some funny and some sad stories included.

In short:

We will tell you everything we know about digitalisation and organisational change and why it's so difficult.

We won't tell you how to succeed.

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Your amazing lecturers / today



meltlake°

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- Co-creating modern work and changing the organizational culture since 2011
- Head of Modern Work @ Meltlake, a Futurice Family company
- MSc / School of Management, University of Tampere
- Specialist Qualification in Product Development and Service Design
- Microsoft MVP
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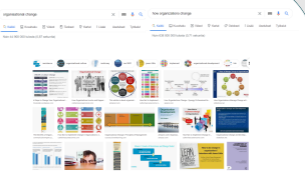
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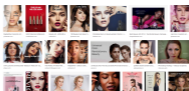
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How organisations change - in theory



Below the search results, six colored boxes list different change models:

- Appreciative Inquiry
- McKinsey 7-S
- Lewin's change model
- ADKAR
- Action Research
- Kotter's 8-step change



Change theories are like beauty ads.

They give you (false) hope.

Case example

ADKAR:
Research-based
change model
by Prosci



How we
sold it



How the project is really going



In the core of
digitalization is not
technology, but
people and change.



Technology



Featured

Combining posts from this week



Escape the Hunt
A 3D-rendered hunter hunt escape adventure.
By [Michael Smith](#)



The Designer's Mood Board
Moodboard inspiration.
By [Nicholas Grayson](#)



Wishes
A collection of wishes, just as knowledge is not the only thing that matters.
By [Michael Smith](#)



EvenLabs Text To Speech
Converting text to speech with EvenLabs Text To Speech.
By [Michael Smith](#)

Trending

Most popular GPTs by our community



Image generator
A 3D-rendered image generator and image generator with a 3D-rendered image generator.
By [Michael Smith](#)



Copilot
A 3D-rendered image generator and image generator with a 3D-rendered image generator.
By [Michael Smith](#)

You
Make an image of a computer holding a sign that says "YES". Use bright colours, make the image look like a 3D image style.

ORACLE



Here are two cartoon-style 3D images of a whimsical computer holding a sign that says "YES". The images are designed to be bright, bold, and engaging.

Creating video from text

Using a 3D-rendered image generator and image generator with a 3D-rendered image generator.



Copilot

Your copilot for work

Legal notice | Privacy and cookies | Help

What's new?

What's the latest from [Copilot](#), organized by email, chat and file?

Get the gist

List key points from [file](#).

Draft an FAQ

Create an FAQ based on [file](#).

Help to

How do I write a request for proposal?

Generate ideas

List ideas for a fun, unique team-building event.

Help me write

Write an email to my team about our big priorities for next quarter from [file](#).

What can I help you with? Try one of the examples or enter your own prompt.



Humanizer Pro

By [Michael Smith](#)

#Humanizer in the market. This tool humanizes your content by bypassing the most advanced AI detectors, maintaining content meaning and quality. Obtain a 5000 human score instantly. A free version available.

★ 5.8

100K+ Ratings

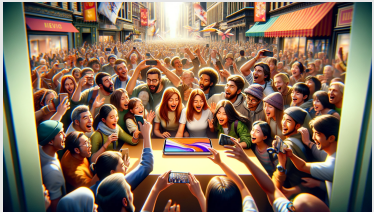
#2

in Writing Software

500K+

Downloads

Ask me anything or type / to add people, files, and more



People



Moral of the story?

The power of tradition

When all the sheep had finished their work, the shepherd said, "Bring your sheep to me and we will eat and be satisfied together, saying, 'The shepherd is here and he has brought us back to us.'"



Another moral of the story?

"Five Monkeys Experiment" Never Happened. Obviously.

It's a story. On the internet.



What monkeys have to do with digitalization in organizations?

What is the easiest way to make smart people stupid?

Hire them.



WE ARE NOT THE SAME

Gen Z



Constantly trying new things

Millennials



If you do not know how something works, do not touch it

Boomers

Google

www.google.com



TikTok is the most used source for NEWS for 13-18 year olds in Finland

The most used search engine in organizations



Example of a small thing that is a fundamental change in how we think and do at work

Search for information



The information is brought to you

Organizations

(Sad?) Citations from real life

"I have no time to learn these tools"

"Personally I don't like to send messages."

"I cannot find the instruction paper on how to add the attachment to email, so can I send this issue to you tomorrow?"

"Where can I find the internet?"



Reality we live in

Digitalization - but at what cost?

Who led the digital transformation of your company?

- A) CEO
- B) CIO
- C) COVID-19

Capitalism: government with technology we can (W)ork more with just the work. (W)ork more as we only have to work half the hour?

Capital: ...
 Workers: can you get paid double?
 Capital: Workers can make money?
 Workers: ...
 Capital: No, we will take your money.
 a.com 2020-10-15

Gen Z is at risk and will need to be re-energized

53% of employees consistently bring joy with their work experience

People say they would protect their own happiness and choose not to climb the ladder. **The peak of a career is not always at the top.**

We have to be willing to adjust how we work in order to **embrace technologies that make our work lives easier and more productive.**

60% between the ages of 18 and 25 say they are merely surviving or flat-out struggling

High productivity is masking an exhausted workforce

148% productivity growth has more than doubled for teams since February 2020

40.6B increase in emails delivered in Feb. 2020 vs. Feb. 2017

74% of managers say they don't have the influence or resources to make change for employees.
 54% of managers say leadership is out of touch with employees.

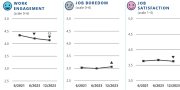
252% increase in customer support requests by digital marketing to digital brands (2019-2020)
 32% increase in customer support requests by digital brands (2019-2020)



of remote managers believe they are innovating, down from 40% of managers in 2019

[Microsoft Work Trend Index](#)

Finnish Institute of Occupational Health (TTL): How is Finland doing



Working while sick is more common, and resignation plans have increased



Young adults' well-being at work means poorer than that of other age groups. Factors that are stressful for young adults at work include in particular having less independence, insufficient challenges, and experiencing feelings that do not correspond to the person's true feelings.



Remote work is once again linked to greater job boredom and loneliness. The possible benefits of remote work include a more balanced amount of work and less physical work strain.

Aalto yliopisto: Etätyötä eteenpäin (in Finnish)

Vision

Playbook

Continuous development

Will AI take our jobs...?



Case Klarna

2,388 customer queries in 4 weeks
 2/3 of the whole customer service load
 81% quicker, with the same customer satisfaction

Does the job of 700 full-time customer service employees

[Read the case introduction](#)

[Read release](#)

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Change in organisations

Why change management fails?

- Resistance to Change
- Inadequate Communication
- Lack of Leadership Support
- Insufficient Resources
- Unclear Objectives and Goals
- Poor Planning and Execution
- Lack of Employee Involvement
- Organizational Culture Clash
- Change Fatigue
- Inadequate Training and Support

Brought to us by Chat-GPT4

Stories from the field



the
end

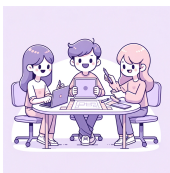
All you need to know in one **slide**
picture

We are **humans**, not objects



"The only constant in life is change."

Heraclitus



And because we're humans, we thrive.

Thank you! ❤️



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