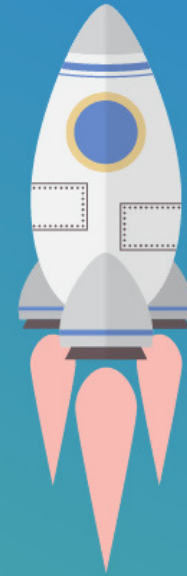


LIFE AFTER LAUNCH

Rebecca Achurch

PgMP, PMP, CSM, CAE



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What are we going to cover?



LIFE AFTER LAUNCH

REBECCA ACHURCH



How SaaS is impacting implementations



Strategies and tactics for long term success



What to expect in the first two years after launch:

0-3
MONTHS

3-6
MONTHS

6-12 MONTHS

12 MONTHS
AND BEYOND

Fewer Association Specific Platforms - More General Business SaaS Platforms to Watch

Google

SurveyMonkey

proofpoint.

tesm

j2.Global

Adobe

MathWorks®

jamf

SOPHOS

Jira Align

slack

HubSpot

zoom

salesforce

splunk>

MailChimp

Dropbox

ATLASSIAN

servicenow.

veeva

shopify

KnowBe4
Human error. Conquered.

freshservice

workday.

DocuSign®

Microsoft

LastPass...|

RingCentral®

Square

Ultimate
SOFTWARE

Adopting your new AMS



We can never upgrade

To



Our platform is constantly changing



Change processes instead of customizing



Treat AMS as a "program" or never-ending project



Build in time to explore new functionality



Constantly Evaluate



Embrace self learning



During the implementation set up a framework for success



Introduce continuous improvement



Set priorities and clearly define success



Use Tech tools to foster success:



Cloud File Storage



Project and Program Management tools



Video



Multi Communications Channels

These steps build muscle memory for the new way of working!



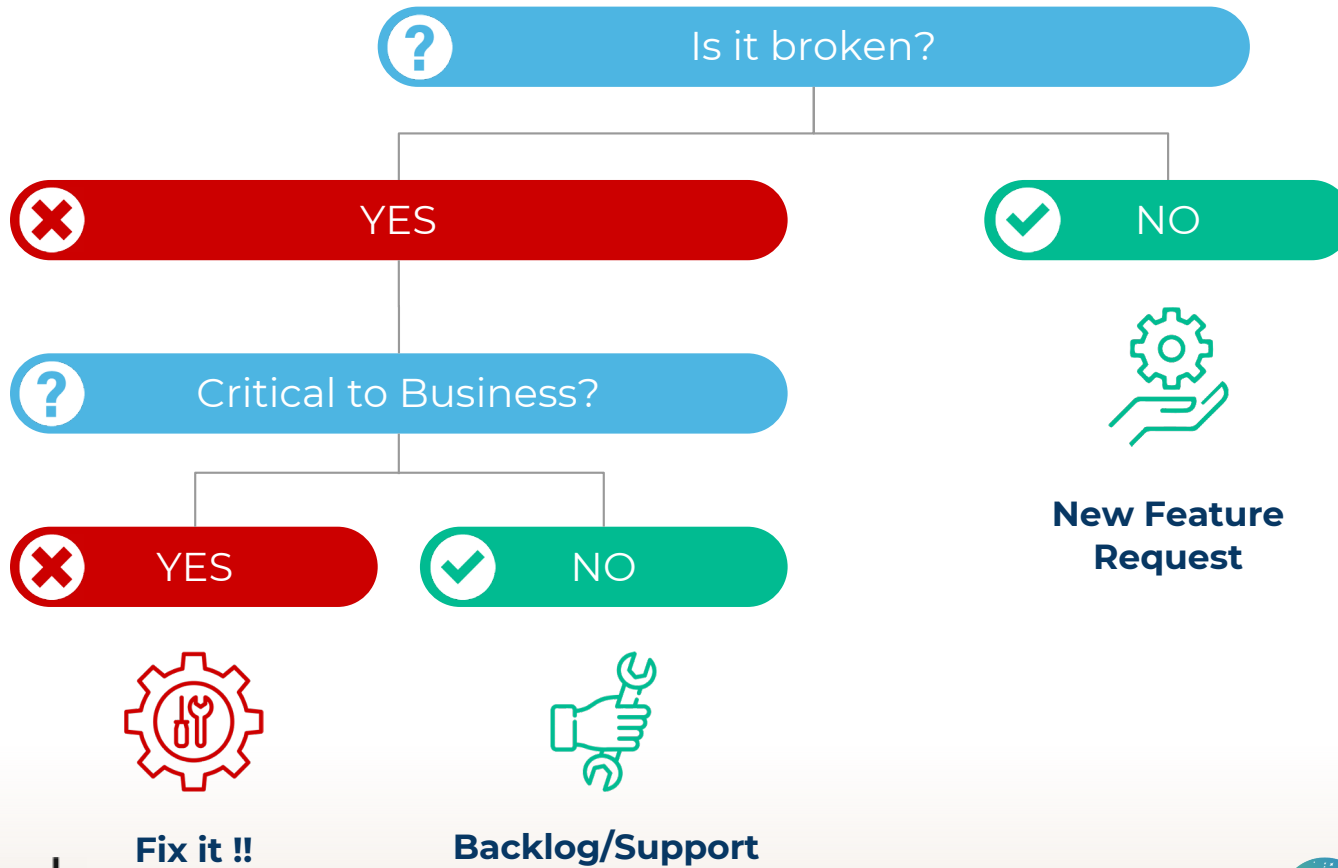
Launch Day

- Set up a “situation room” (Zoom/Video Conference when working remote)
- Have your launch checklist
- Business should bring their “daily” work
- If able to be on-site: Plan for your partner to be on-site for the week

“The best day of your old system is the first day of your new system”



During the implementation set up a framework for success



0-3 Months

The definition of go-live critical:
Tasks you perform in the first
120 days.



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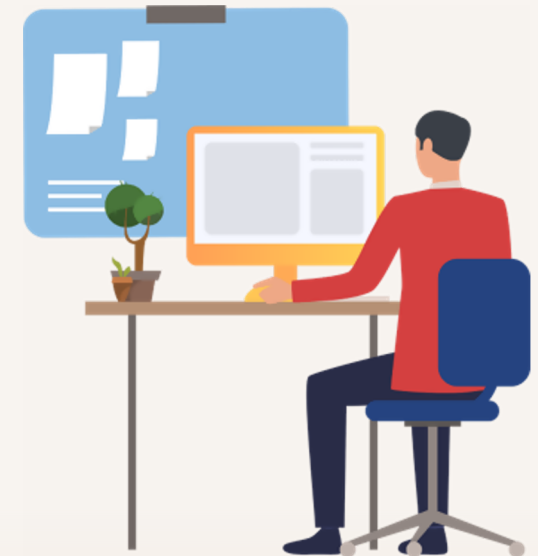
- **Embrace the transition to support**
- **Keep staff engaged**
 - Ensure SOPS are documented
 - Meeting regularly
 - Hold working sessions
- **Don't expect operating efficiency**

3-6 Months

- Full of aha moments
- Realize what was missed
- Prioritize backlog
- Solicit feedback
- Focus on data integrity



WARNING:
This is when staff will adopt
bad habits!



6–12 Months: Most Important Activity

- Reinforce “program” or never-ending project methodologies

- Put a framework in place to:

Introduce
continuous
improvement

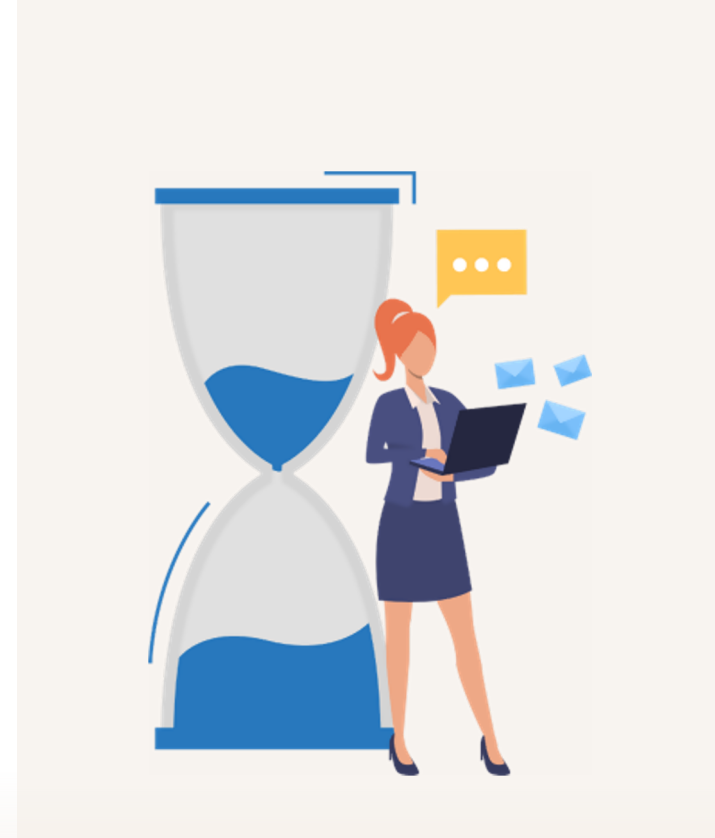
Discuss
priorities

Expose
dependencies

- This approach:

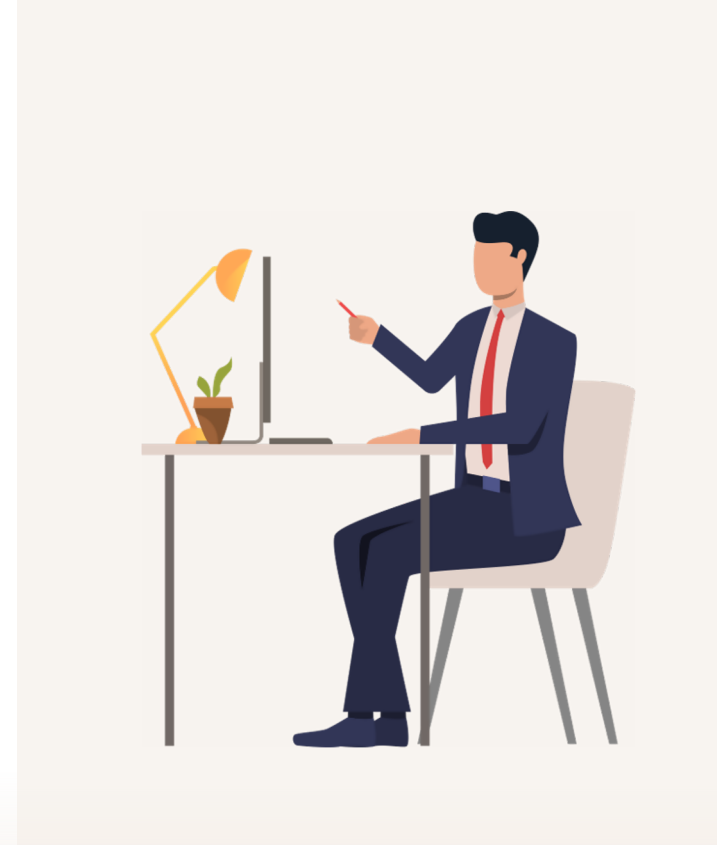
Increases transparency

Shifts focus to deliverables



6–12 Months: Other Observations

- Why did we do it that way?
- Staff realize “the possibilities” - Eager for optimization
- Implement “new” features (from backlog)
- Start seeing operating efficiency



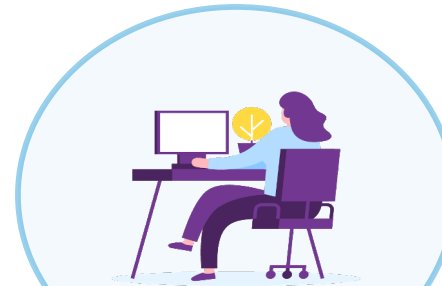
12 Months and Beyond: Keys to Success

Balance your time
moving forward

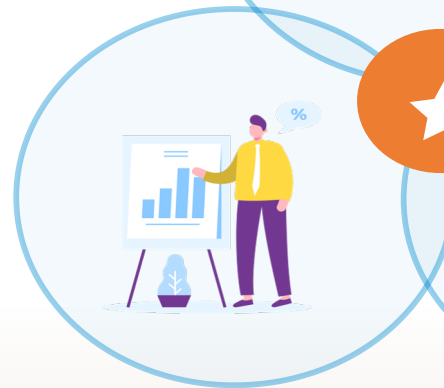


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Questions and
Small Requests



Upgrades
New
Features



New
Projects



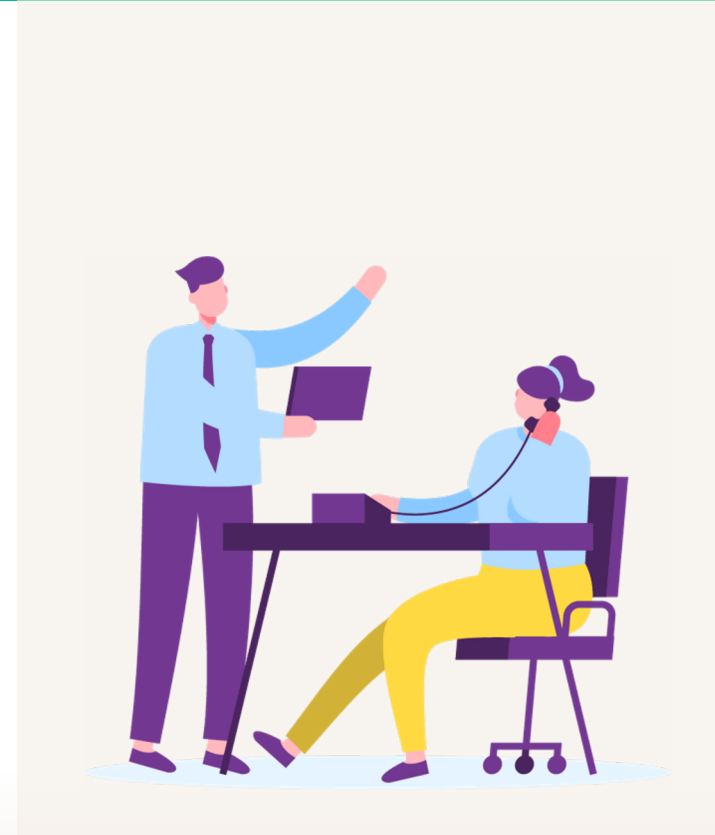
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Explore New Functionality: Constantly Evaluate

- **Minimum annual review**
- **IT serve as trainers and advocates**

Use prototypes and examples

Reference other
client examples / use cases



Embracing Self Learning



- **Technologist have been doing this for years!**
- **Traditional business still utilize “classroom“, conferences and instructor lead**



It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.

Charles Darwin



**LIFE
AFTER LAUNCH 2.0**
REBECCA ACHURCH

Thank you!

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