How to Obtain User Acceptance

When new technology is being introduced in an organization, it can sometimes be considered a threat if the intent of the new technology is not fully understood. The new technology could be perceived as competing with individuals in the organization for their job. Changes in the way we have worked for years is also a threat. We become very accustomed to doing our work in a certain way. When we need to change the way we are doing something, the need to make use of a new technology or process it can be considered threatening.

With a few simple steps, we can make the introduction of changes in the workplace easier on everyone and help users accept the new technology or process. This will not turn the skeptical into cheerleaders for the new technology or process, but it will help make the change more palatable.

Change can either be exciting or frightening. This toolkit provides practical tips on how to gain the acceptance from your users when implementing a new technology, process or any other change.

Step 1: Know why you are Introducing Something New

Change is a part of our business life. While the change may seem to be small to those implementing it, our users may have a different impression. It is much easier to accept change if the user understands why the change is proposed. They also need to understand what is needed from a business perspective. More importantly, we need to find out and understand what our users need and want so that they can be more effective at their jobs. It is important to ensure that disruptive forces or chaos do not negatively impact our users.

As you are changing your processes or selecting a new technology never lose sight of how the user will understand and use the process in their workday. This means that whatever you implement is designed to support the attitudes and behaviors of the user rather than requiring the user to adapt to the new process of technology. For further assurance that the process or technology is suited to the user, it is prudent to have users try the new process or technology. Regardless of how great the new process or technology is, your project may be considered a failure if the users do not accept it.

AIIM Tip

Today, consumerization is driving the adoption of new technologies and changes in our organizations. Listening to what your users' challenges and problems are will help you to be responsive and obtain acceptance much faster.

For more information:

- How to Introduce New Technology to Your Clients

- [How to Introduce New Technology to an Organization](#)
- [Driving Social Technology Acceptance](#)
- [Agents of Change](#)
- [Embracing Resistance to Change](#)
- [Need for Change Management Assessment](#)
- [Accepting Change](#)
- [How to Help People Accept Change](#)
- [Benefits From Change in the Workplace](#)
- [Solution Success Means User Adoption](#)

Step 2: Involve Key Users/Stakeholders

Just as you do with any project, it is important to gather a group of stakeholders to act as champions for what you are implementing. These stakeholders can be a part of the overall project team or they can be another group of stakeholders who will help to get more of your organization involved in the project. Keep this group small but try to get representation from all the working groups in the organization as possible. It should definitely include the management champion for the project.

AIIM Tip

The key to gaining user acceptance is to use the various users/stakeholders from your organization to communicate the change and help build excitement about the upcoming technology or process change. Individuals from all levels of the organization's hierarchy should be involved so they can speak to other colleagues and relate the changes to their specific needs. If you can win over detractors, they can become champions for the change.

For more information

- [Change Management - 8 Tips to Successfully Implement New Technology](#)
- [Change Management in the Process and Content Arenas: Let the Games Begin](#)
- [Resistance to Change](#)
- [Change Management: The People Side of Change](#)
- [The Need for Change Management](#)
- [How to Manage Organizational Change in the Workplace](#)
- [Stakeholders in the Project](#)

Step 3: Develop a Communications/Engagement Plan

To reduce the anxiety and stress of change and ensure what you are implementing will be accepted and successful, develop a communications plan where you will lay out the process for communicating the changes to your organization at all levels. The communications plan will help to ensure that your communications are properly worded for maximum understanding and eliminate any confusion or fear that may be associated with change.

Colleagues at all levels must be engaged in the project. Through the use of an engagement plan, you will be able to identify how everyone can be engaged in the project. Identify some measurements to gauge the success of your communications and engagement plans.

AIIM Tip

The best advice is 'Keep it Simple'. Communications should be natural. Communicate on a regular schedule or share nuggets about the project on an intranet site to exemplify transparency in the project. You want everyone to know how the project is going and begin to get excited.

For more information

- People are at the Center of Change
- Change Hurts! But You Can Prepare
- How to Accept Change
- Why Accepting Change is Vital to Your Professional Success
- 10 Steps for Dealing with Change in the Workplace
- Helping Employees Manage Change
- Effective Engagement - Developing an Engagement Plan
- Stakeholder Engagement
- How to Create a Communications Plan

Step 4: Develop a Training Program

You have invested a lot of time and money to improve your process or select and acquire new technology. Do not let that investment be in vain. Every organization will have skeptics! If we understand the new process or technology and why it is being implemented, it is easier to accept it. Make sure everyone in the organization impacted by the process or technology receives training. Any training that referred to the old technology or process needs to be updated. The training for the new process and technology should also be incorporated into the new employee onboarding training and incorporated into refresher training if applicable. With appropriate training, your organization will be on its way to achieving its goals.

AIIM Tip

Make the training engaging and fun! Try to think of alternate methods, e.g., games to teach the new process or technology. Remember that many of your colleagues may not have had process or technology training since they joined your organization. This training will help to reinforce the policies and procedures your organization has in place.

For more information

- 6 Steps to Introduce Technology Into the Workplace
- How to help employees embrace new technology
- Tips for Training Employees on New Technology
- New Technology, New Skills: Smart Ways to Train Staff
- 4 Tips for Training Your Staff on How to Use New Technology
- The Importance of Training Your Workforce When Adopting New Technology
- Is Your Process Training "Nice to Know" or "Need to Know"?
- Guidelines for Developing Process and Procedure Training for New Employees