# 3 RISKS of Neglecting the People Side of Change

Don't wait until it is too late in any business or technology transformation initiative to focus on the people side of change. By keeping everyone impacted by change in the loop and focused on the organization's business vision and strategy, you will avoid the following:

1 — End Users Reject Change

The top risk is that end-users actively (or even passively) reject the new technology because they either don't understand it well enough or they feel like it was forced upon them (they don't feel ownership).
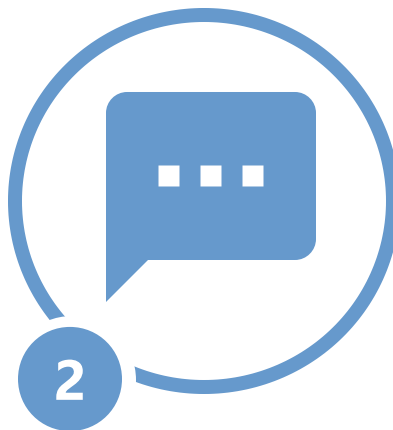
2 — Lack of Coordination

Change resistance can also arise from a lack of coordinated communication (or even the rumor-mill) about why the system is being implemented, who it will impact, and how it will impact them.
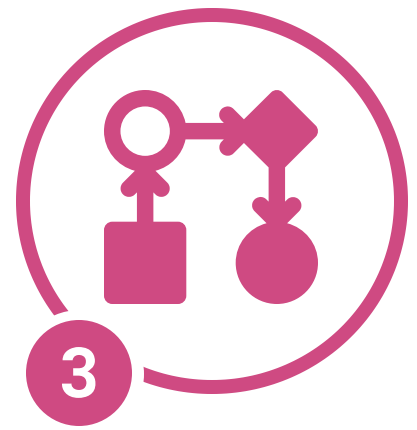
3 — Immediate Break Down

Post-implementation, one of the first indicators to look for is whether processes start to break down. This typically happens because people do not have sufficient knowledge or visibility of the bigger picture, their role, and downstream implications of not following the process.

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