

INTELLIGENT AUTOMATION MARKETING STRATEGIES SHOW & TELL

- **Karlee Moore, Eli Lilly & Co.,
Integrated Services OCM Consultant**





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Move to Automation

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Change Management Initiative



Prepare Me for the Change

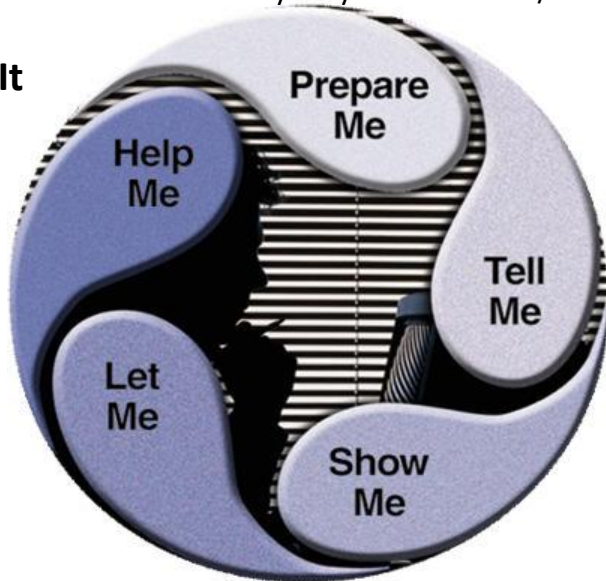
- Create a solid foundation
- What's ahead
- Why they need to know/what is their role?

Help Me When I Need It

- Support Resources
- FAQs/Online Resources
- Discussion Community

Let Me Begin

- Engage Me
- Next Steps



Tell Me What I Need to Know

- What it means to me
- How to get from point A to point B

Show Me What It Is

- Road Show
- Video Demo



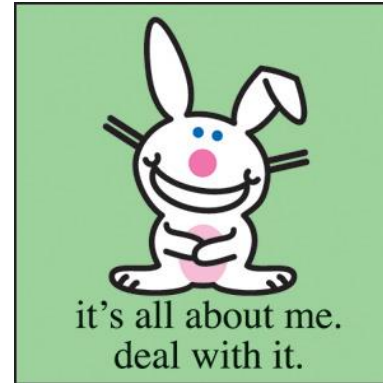
Prepare Me



Mission / Vision / Governance / Communication



“WIIFM”



Reminder:

- You do not change people
- People choose to change themselves
- People change when they see “What’s in it for me” (WIIFM)



Communication

Know

- What is changing
- When it's changing
- What it means to their world
- What is expected of them
- How/when training will occur
- Key contacts
- Where to get more information

Feel

- Well informed

Know

- Engaged with what's happening
- On-board with what's happening/how it's happening

Feel

- Think automation with process improvement

Do

- Submit automation ideas
- Raise concerns/questions/issues through the proper channels



Show Me

RoadShow



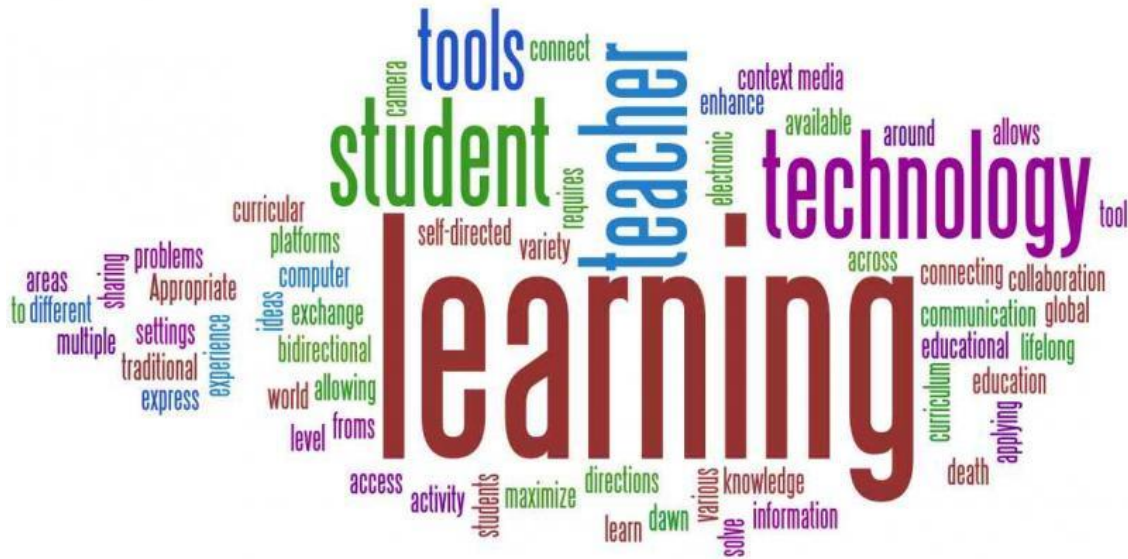
- What have you tried? How'd it work?

Let Me Begin



- What are your next steps people take?

Help Me



- How do you help people learn more?

The **TAKEAWAY**TM

1. Change Management precedes Marketing
2. Set a Solid Foundation
3. Know – Feel – Do



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