# Build a Change Sustainment Plan Executive Briefing

### Situation

Organizations invest a lot of time and resources into change initiatives but do not see the return on investment due to a lack of focus on sustainment. Many organizations do not plan for change sustainment beyond the launch of the change.

### Complication

* Leaders often are not actively involved in creating sustainable change, signaling to employees that the change isn’t important.
* Lack of planning for sustaining change in the workplace impacts the ability to obtain the appropriate support and resources needed to sustain the change on an ongoing basis.

### Solution

* Don’t leave sustainment to chance.
* Involve key leaders in planning to build ownership from the start.
* Create a plan to sustain the change until the change becomes business as usual.
* Review and incorporate the appropriate sustainment components into your change sustainment plan.

### Critical Insight

* Sustainment cannot be done well ad hoc. The creation and implementation of a targeted sustainment plan is an integral part of the change process and key to long-term change adoption.

Diagram

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**Get to Action**

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| **1. Gather a sustainment planning team** | 1. Identify and gain buy-in from your sustainment planning team. 2. Review the project and change plans with the sustainment planning team in preparation for plan design. 3. Establish how you will measure sustainment success.   **Deliverables:**   * *Sustainment Plan Workbook* * *Change Assessment Tool* * *Case Studies: Build a Change Sustainment Plan* |
| **2. Identify where sustainment is needed** | 1. Prioritize project and change actions for sustainment. 2. Identify the current status of the five core sustainment components. 3. Identify which supplementary sustainment components are needed.   **Deliverables:**   * *Sustainment Components Catalog* |
| **3. Build the sustainment plan** | 1. Create a plan for each sustainment component for prioritized project/change actions. 2. Identify sustainment component implementation owners and other stakeholder roles. 3. Secure required resources and budget. 4. Establish a timeline for implementation of the plan.   **Deliverables:**   * *Sustainment Owner Planning Template* * *Standard Focus Group Guide* |

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