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Data & AI

Data Literacy for Change Management & Transformation Leaders Playbook

Measuring whether change is actually sticking, not just whether the rollout milestones were hit

- Practitioner
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for building data literacy specifically for change management and transformation leaders — adoption-versus-compliance measurement distinction, leading indicator identification for change sustainability, and appropriately interpreting sentiment and readiness survey data.

Isn't tracking rollout completion (training attended, systems

deployed) a sufficient measure of change management success? Rollout completion measures the change program's activities, not whether the change genuinely stuck — many change initiatives show strong rollout completion metrics while the underlying behavior reverts to old patterns once initial attention fades, a gap rollout metrics alone don't reveal.

What's the most common data literacy gap specifically in change

management measurement? Conflating short-term compliance (attended training, initial usage) with genuine long-term adoption — sustained behavior change measured well after the initial change program's active phase has ended is a more reliable signal than immediate post-training metrics.

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management success?\nRollout completion measures the change program's activities, not\nwhether the change genuinely stuck — many change initiatives show\nstrong rollout completion metrics while the underlying behavior reverts\nto old patterns once initial attention fades, a gap rollout metrics\nalone don't reveal." } }, { "@type": "Question", "name": "What's the most common data literacy gap specifically in change", "acceptedAnswer": { "@type": "Answer", "text": "management measurement?\nConflating short-term compliance (attended training, initial usage)\nwith genuine long-term adoption — sustained behavior change measured\nwell after the initial change program's active phase has ended is a\nmore reliable signal than immediate post-training metrics." } }] }

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