

Why Hire a Fractional Change Manager For your AI & Digital Transformation

Save this when...

...deciding whether to hire (or how to use) a fractional Change Manager for your transformation project.

Most projects fail AFTER go-live – not at launch



Low usage



Workarounds



No lasting change

What is a Fractional Change Manager?

- ✓ **Part-time**, experienced change expert
- ✓ Focuses on **ADOPTION**, not just planning
- ✓ Bridges capability gaps **WHEN** you need it

Best Time to Hire a Fractional Manager



After Go-Live Adoption stalls



Scaling a Pilot project



Rollout is delayed



Limited Internal resources

Simple Breakdown: When Fractional Works Best

Project Phase	Full Time Change Manager	Fractional Change Manager
Early Exploration	✗	✓
Pre-implementation	✓	✓
Go-live/Rollout	✓	✓✓
Post Go-live Adoption	✗	✓✓✓
Steady-state Operations	✓	✓

What to Look for in a Fractional Change Manager?

- ✓ Proven Adoption Results
- ✓ Ability to Operate without Formal Authority
- ✓ Understands your Business Fast
- ✓ Focuses on Behavioural Change
- ✓ Commercially savvy

How to Work Successfully with a Fractional Change Manager

- ✓ Define a clear mandate
- ✓ Provide Access to Stakeholders
- ✓ Anchor Them to Business Outcomes
- ✓ Pair with an Internal Owner
- ✓ Engage them at the right time

AVOID THESE MISTAKES

- ✓ Treating them like a full-time employee
- ✓ Using for just “comms & training”
- ✓ No access to data or leaders
- ✓ Measuring activity instead of outcomes
- ✓ Letting the role drift without a clear mandate

