



# Engage the Entire Enterprise with GIS

Dave Schneider

An abstract 3D architectural graphic on the right side of the slide. It features various geometric shapes in shades of blue, orange, and green, some with topographic contour lines and data points. The overall style is modern and technical.

**GIS  
INSPIRING  
WHAT'S  
NEXT**

# Agenda

- **People Process Technology-Specific to people**
- **Communication users/business centric learning objectives as part of your communications strategy**
- **Sustain innovation through workforce development**

# Organizational Change Management



People



Process



Data



Technology

# Organizational Change Management



People

Processes

Technology

Technology

# Stakeholder Analysis

1. Understand what parts of enterprise will have stakeholders
2. Establish liaisons
3. Identify roles of stakeholders



# Stakeholder

1. Identify the
2. Business
3. How GIS

## GIS Analysts

GIS analysts apply geospatial analysis techniques (builds models) to extract required information from the GIS.

### Role in GIS Adoption:

GIS analysts will:

- Migrate their workflows from paper-based map products to digital maps
- Learn and adopt the new skills required for digital mapping and data sharing
- Adopt story maps for building information products for decision support
- Serve as SMEs for non-GIS team members

### ADKAR Assessment Score

5					
4					
3					
2					
1					
	A	D	K	A	R

### Strategy Alignment for Role

Objectives	Overview of Participation
1.1	<ul style="list-style-type: none"> <li>• Perform analysis on field data collected to provide decision support information products.</li> </ul>
1.2	<ul style="list-style-type: none"> <li>• Conduct analysis on spillways to determine at-risk areas for dam or spillway failure.</li> <li>• Share information products with internal and external stakeholders for decision support.</li> </ul>

### Knowledge Requirements

Skills Capability	Workflows
Foundation	<p><b>ArcGIS Desktop Concepts</b> will introduce the basics of ArcMap and ArcGIS Pro. These skills are essential to having prerequisite knowledge to learn more advanced analysis workflows.</p> <p><b>ArcGIS Platform Concepts</b> provides the understanding of the ArcGIS Platform technology. This knowledge is essential to having a more complete awareness of how the ArcGIS Platform technology can help FERC achieve mission success.</p> <p><b>Learn GIS Concepts</b> is critical to understanding the key concepts that will be common in performing analysis workflows.</p>

<b>Organizational Level</b>	<b>Time Span</b>	<b>Strategic Plan Element</b>
<b>C-Level Executives</b>	5+ years	Vision
<b>D-Level Directors</b>	2-5 Years	Goals
<b>M-Level Managements</b>	6 mo. – 1 year	Objectives
<b>S-Level Supervisors</b>	Quarterly-6 mo.	Initiatives
<b>Knowledge Workers</b>	1 Day- 1 month	Tasks

# Communications Planning

Core messaging to build Awareness and Desire to change:

- **Why**
- **Why Me**
- **Why Now**



# Communications Planning

Core messaging to build Awareness and Desire to change:

- **Why** Executive messaging and why the change is important to the organization.
- **Why Me**
- **Why Now**

# Communications Planning

Core messaging to build Awareness and Desire to change:

- **Why** Personal reasons for changing,
  - **Why Me** best delivered by
  - **Why Now** managers/supervisors
- (WIIFM- What's In It For Me)*

# Communications Planning

Core messaging to build Awareness and Desire to change:

- **Why**
  - **Why Me**
  - **Why Now**
- Establish a sense of urgency and align to project and/or strategic milestones.**

The background features a dark blue gradient on the right side, transitioning into a complex, abstract composition of overlapping, semi-transparent geometric shapes and map-like elements on the left. These elements include various shades of blue, teal, green, orange, and red, along with faint outlines of a city grid and topographic contour lines.

# Thank You!

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SCIENCE  
OF  
WHERE**