



# EMBRACE

## A Readiness Management & Adoption Program

Often, the most challenging part of digital transformation and technology adoption is managing the people side of change. That's why Blue Chip Consulting Group, in partnership with BrainStorm, developed Embrace, a collaborative readiness management and adoption program.

The custom-developed program helps clients ensure a solution is effectively embraced, adopted, and used. How? By leveraging Readiness Managers, a proven readiness management model, and BrainStorm QuickHelp™, organizations can reduce resistance to change and drive faster ROI.

### READINESS MANAGERS

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Readiness Managers help IT staff and end users prepare for change by managing scheduling and more.



### CATS MODEL

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CATS is a custom-developed readiness management model that ensures client success.



### BRAINSTORM QUICKHELP™

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QuickHelp™ is a learning platform that prepares users for technology deployment.



