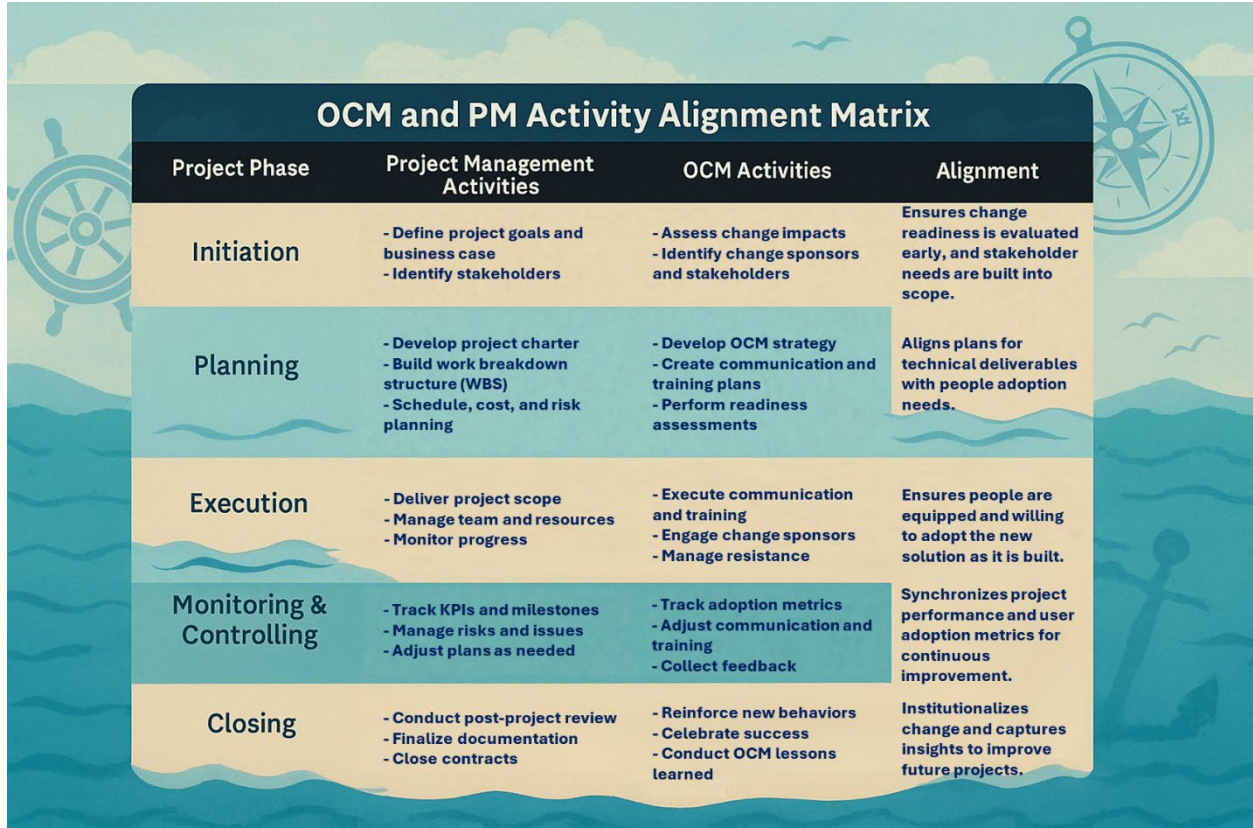


# OCM and PM Activity Alignment Matrix



Project Phase	Project Management Activities	OCM Activities	Alignment
Initiation	<ul style="list-style-type: none"> <li>- Define project goals and business case</li> <li>- Identify stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>- Assess change impacts</li> <li>- Identify change sponsors and stakeholders</li> </ul>	Ensures change readiness is evaluated early, and stakeholder needs are built into scope.
Planning	<ul style="list-style-type: none"> <li>- Develop project charter</li> <li>- Build work breakdown structure (WBS)</li> <li>- Schedule, cost, and risk planning</li> </ul>	<ul style="list-style-type: none"> <li>- Develop OCM strategy</li> <li>- Create communication and training plans</li> <li>- Perform readiness assessments</li> </ul>	Aligns plans for technical deliverables with people adoption needs.
Execution	<ul style="list-style-type: none"> <li>- Deliver project scope</li> <li>- Manage team and resources</li> <li>- Monitor progress</li> </ul>	<ul style="list-style-type: none"> <li>- Execute communication and training</li> <li>- Engage change sponsors</li> <li>- Manage resistance</li> </ul>	Ensures people are equipped and willing to adopt the new solution as it is built.
Monitoring & Controlling	<ul style="list-style-type: none"> <li>- Track KPIs and milestones</li> <li>- Manage risks and issues</li> <li>- Adjust plans as needed</li> </ul>	<ul style="list-style-type: none"> <li>- Track adoption metrics</li> <li>- Adjust communication and training</li> <li>- Collect feedback</li> </ul>	Synchronizes project performance and user adoption metrics for continuous improvement.
Closing	<ul style="list-style-type: none"> <li>- Conduct post-project review</li> <li>- Finalize documentation</li> <li>- Close contracts</li> </ul>	<ul style="list-style-type: none"> <li>- Reinforce new behaviors</li> <li>- Celebrate success</li> <li>- Conduct OCM lessons learned</li> </ul>	Institutionalizes change and captures insights to improve future projects.

## How Project Management and Change Management Work Together

This alignment matrix shows how project management and organizational change management (OCM) complement each other throughout each phase of a project. While project managers focus on delivering the solution on time and on budget, change managers focus on getting people ready, willing, and able to use that solution.

When these roles are coordinated, they don't just deliver a project - they deliver results that last. For every milestone on the project plan, there's a matching opportunity for supporting people. When these are planned together, adoption becomes smoother, resistance drops, and the value of the change is realized far beyond a Gantt chart.