

Implementation



'Go live'

The 'go live' is the official launch or kick-off of the project's implementation phase. Setting a 'go live' date or event can help to clearly communicate about your project, create interest and make a statement about what you're trying to achieve

Implementation

The purpose of this phase is to effectively implement the solutions you have developed, so they become the new way of working.

Key points

1. Planning

Prior to 'going live', you will have to complete several planning activities. For example, you may have to train staff in the new methods; purchase and test equipment; and develop and test guidelines, checklists and cheat sheets. You will need to complete and agree upon a change management plan, implementation project plan and implementation monitoring system.

2. Create a buzz!

Engage your audience. Set a date and time for the 'go live' and communicate it widely using interesting marketing techniques, such as posters, social media, screensavers and T-shirts. Ensure your sponsor and champions are available for the 'go live' launch and create an exciting and upbeat environment.

3. Get sponsor commitment

The sponsor should set the scene at the 'go live' launch event. This involves communicating the change, providing an overview of the expected benefits and the consequences for not changing, and demonstrating their personal commitment to the change. It is important to pay homage to the past and acknowledge the work ahead to implement and sustain the change, including support available, monitoring and reinforcement.

4. Provide continued support

After the 'go live' event, escalate your support. This is a crucial time for your change implementation; support for stakeholders and active sponsorship is key. Communicate thoroughly about the next steps in the project and ensure the right support is in place. Check in with your stakeholders regularly and address issues as they arise with the support of your sponsor.

Considerations and tips

'Going live' to implement your project is an exciting step forward. Be careful to ensure you have set up the foundations thoroughly beforehand and you engaged your sponsor and change champions.

Advocates

When you run events leading up to your 'go live' date, ensure that you give opportunities to patients, carers, influential change champions and engaged stakeholders to give their perspective on the change. Invite people who have had change facilitation success at other sites to share their stories.

Inclusive planning

It's unlikely that everyone will be able to attend a 'go live' event, so think of ways to get the message across and include them in your plans. For example, you might consider having a second mini event for night shift or weekend staff, or hold an event at another relevant site.

Champions

Champions are influential people within their organisation who are willing to use their influence to benefit the project and support the momentum of the change. These people often go above and beyond to be involved in the project, and they are key to your project's success.

Acknowledge and reassure

During the launch, be transparent about any challenges in the journey so far. Make sure your stakeholders are aware of how issues are managed and reassure them about the management approach going forward. Explain any Plan, Do, Study, Act (PDSA) cycles and planned trials, with an emphasis on addressing any obstacles along the way.

Preparing to launch



Further information

[My Health Learning Log in Form](#) – Redesign Implementation (202464792)

Go live planning – <http://cshca-wpengine.netdna-ssl.com/wp-content/uploads/2011/06/9-Go-Live-Planning-Tips-for-Success.pdf>

Next steps

Now that you have pressed the 'go live' button and your project has officially launched, the focus will be on monitoring and supporting the change process. This is where active sponsorship is key to ensure implementation is kept on track.