

JUNE 8, 2020

The Valley of Despair: Part I



How to transition technology
solutions and integrations



What is the Valley



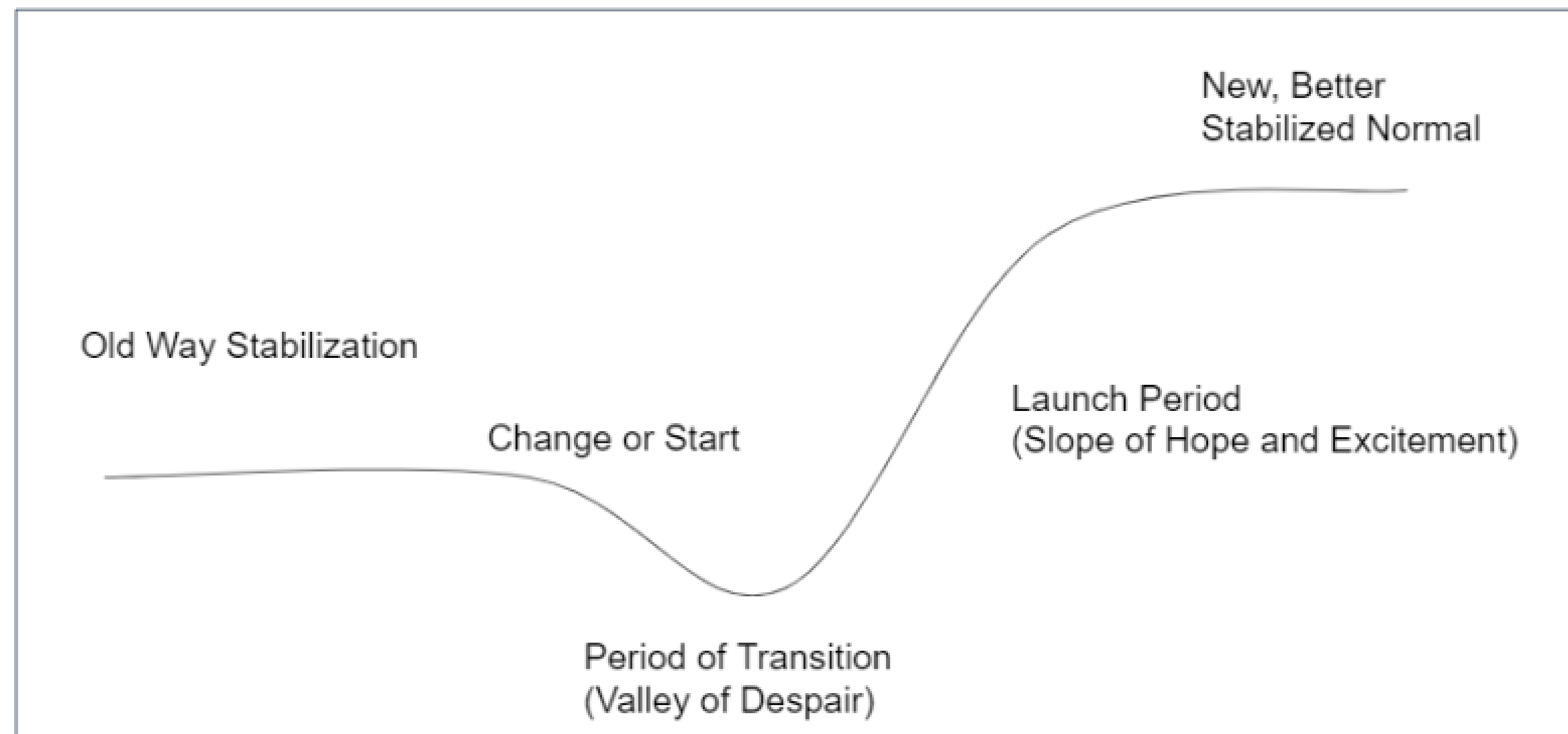
The Valley of Despair might be what you're feeling right now. Alcohol consumption is higher, you're sleeping less, you've binge watched the same show more than once...you get my point. The Valley of Despair is a period of change when things feel unstable or out of your control. This concept can be applied to any change: losing team members, integrating teams or business processes, or say...a global pandemic. As we all know, there are both healthy and destructive ways to deal with a change moment. It's stressful.

But, the Valley of Despair I'm really talking about is a common framework used when discussing technology change management. I'm talking about MarTech changes that power revenue generation activities – your omnichannel strategy, customer journey, and even your transactions. To scale a growing business, it will be necessary to change your tech infrastructure at some point. Like with any change, an organization can handle a tech change well or they can handle it poorly. And handling it poorly can come with real financial cost.

The Valley is Real



We plunge (or hopefully gracefully dive) into the valley when we flip the switch on new technology. A picture is worth a thousand words, so here we go (see below).



The Goal



The Goal of The Valley is to make it as narrow and shallow as possible. The deeper and wider the valley, the more costly the disruption will be to your business.

THE VALLEY IS REAL – especially when changing your marketing tech stack. Your team is learning a new way, old business processes may need to change, and the impact is cross-departmental. Ignoring change or thinking it will just “work itself out” isn’t realistic.

Getting on the Slope of Hope to the new, better normal as quickly as possible is critical. Applying organized, project management, and a strategic design to manage the change will not only save money, but save team morale too. Drive Scalability and Reaching Your New, Better Normal as fast as possible is ideal. The point is that no matter if you are thrown into the valley of despair by chance or you choose to make changes to take your business to the next level, managing that valley with a strategy and a plan is always the best option.