



# INTELLIGENT CHANGE MANAGEMENT

Delivered by greyfly.ai and Marlowe Consulting

Transform how  
enterprise change is  
planned, adopted  
and sustained





## Did you know?

Research shows large programmes consistently experience cost overruns of 30%, with 30% of the overrun driven by organisational and behavioural factors. Identifying and addressing change risks earlier will reduce this burden.

# Challenge

Here's one of the core challenges facing enterprise change today:

- Change fails when people, insight, and action fall out of sync, not due to lack of intent.
- As complexity grows, resistance rises, risks surface late, and recovery costs escalate.
- Traditional approaches rely on lagging indicators, making intervention costly and reactive.

**ICM** Intelligent Change Management (ICM) transforms how enterprise change is planned, adopted and sustained:

- AI-empowered platform providing early, predictive visibility of change risk across projects and portfolios.
- Enhances existing change capability by improving decision timing and quality without replacing human judgement.
- Most importantly, allow targeted, proactive interventions early that protect value, reduce disruption and its cost.

## DESIGNED FOR HUMANS POWERED BY AI

ICM is built on a simple principle:  
***"AI Informs Decisions - People Make Them"***

- ICM accelerates large scale analysis to surface meaningful signals and hidden risks early.
- Empowers change teams to act on insight while retaining ownership and control - building trust, transparency, and sustained adoption.

# ICM VALUE

Stage	What ICM Does	Value
Ingest & Structure	Consolidates change data into a single, reliable source of truth and normalises formats.	Consistent and actionable change information.
Infer & Analyse	Examines stakeholder influence and impact, sentiment, confidence, and readiness to identify priority areas for action.	Surfaces early signals of engagement gaps and resistance.
Identify Impact	Makes change impacts consistent and measurable, detecting affected stakeholders and generating heatmaps.	Provides evidence based insight at project and enterprise levels.
Validate Risk & Opportunity	Exposes hidden adoption and delivery risks while identifying opportunities to increase benefits.	Highlights where change is most likely to fail and where focus delivers the greatest value.
Synthesise & Advise	Produces executive ready insight, actions, and reports with consistent, auditable outputs.	Replaces weeks of manual analysis with rapid, evidence based decision support.

## ICM PROCESS

- ICM acts as an intelligent analysis layer across your change programmes. It ingests programme documents, plans and transcripts from stakeholder interviews and workshops.
- Uses advanced AI to identify stakeholder impacts, risks & opportunities, dependencies and sentiment signals that would otherwise remain hidden.





# USE CASES



## Increase Confidence in Major Change

Move from assumptions to evidence by validating readiness, alignment and risk exposure before execution begins.



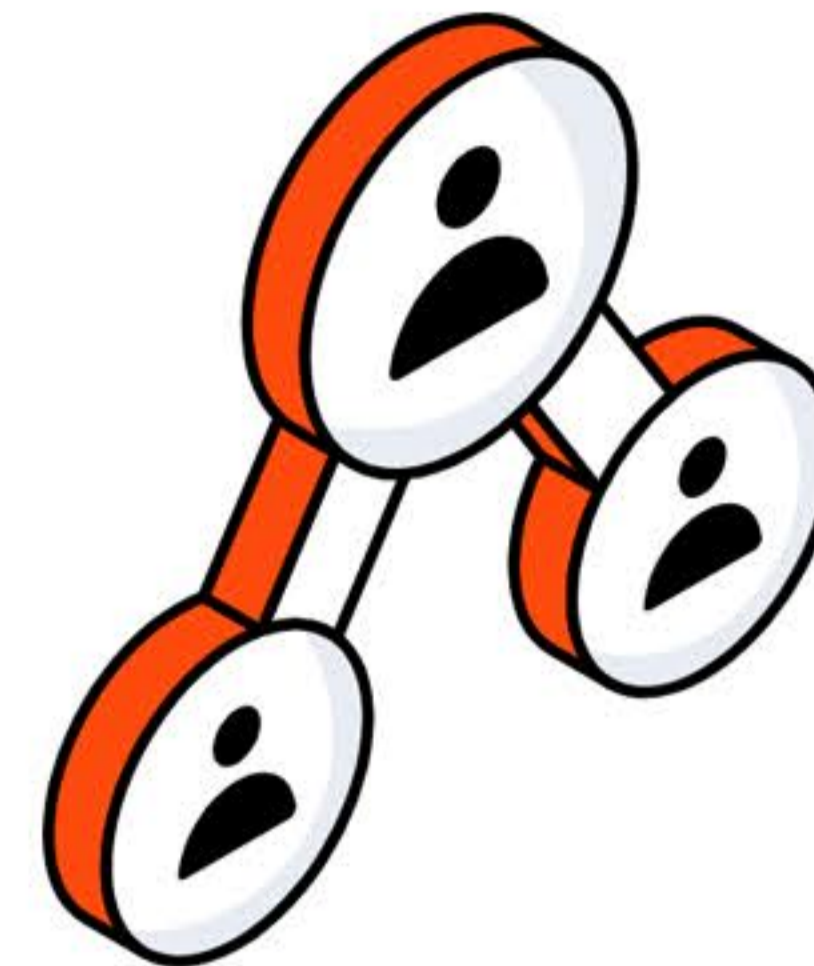
## Detect Adoption Risk Early

Identify emerging resistance, sentiment shifts and delivery weaknesses before they become visible in performance metrics.



## Manage Change Saturation Across the Portfolio

Provide a clear view of cumulative change load to avoid overload, protect delivery capacity and prioritise effectively.



## Strengthen Executive Governance

Equip leaders with consistent, auditable, decision ready intelligence to govern complex change with greater certainty.



## Reduce Costly Recovery & Stabilisation

Minimise rework, extended support and late stage intervention by acting earlier and more precisely.



## Enable Targeted, High Impact Interventions

Focus change effort where it matters most, improving outcomes without increasing overhead.

# NEXT STEPS

- Start with a focused alignment session to confirm priority challenges and success criteria.
- Demonstrate ICM in action to showcase practical insight and real world value.
- Validate impact and agree the right deployment model before scaling.

Get in touch to arrange a short session to walk you through the ICM solution, demonstrate how it analyses your change landscape, and explore where it could deliver the greatest impact in your organisation.

Scan QR code  
here to book the Demo



**greyfly.ai** - a UK leader in AI driven programme and project delivery, providing award winning solutions trusted by major organisations. Its evidence based intelligence enhances predictability, strengthens governance, and enables more confident, data informed decision making across complex delivery environments.

**Marlowe Consulting** is the UK's leading consultancy in change management, trusted by organisations across the private and public sectors to deliver their largest and most complex transformations. The firm combines deep change expertise with a people centred methodology grounded in neuroscience and behavioural science, enabling sustainable and measurable outcomes.