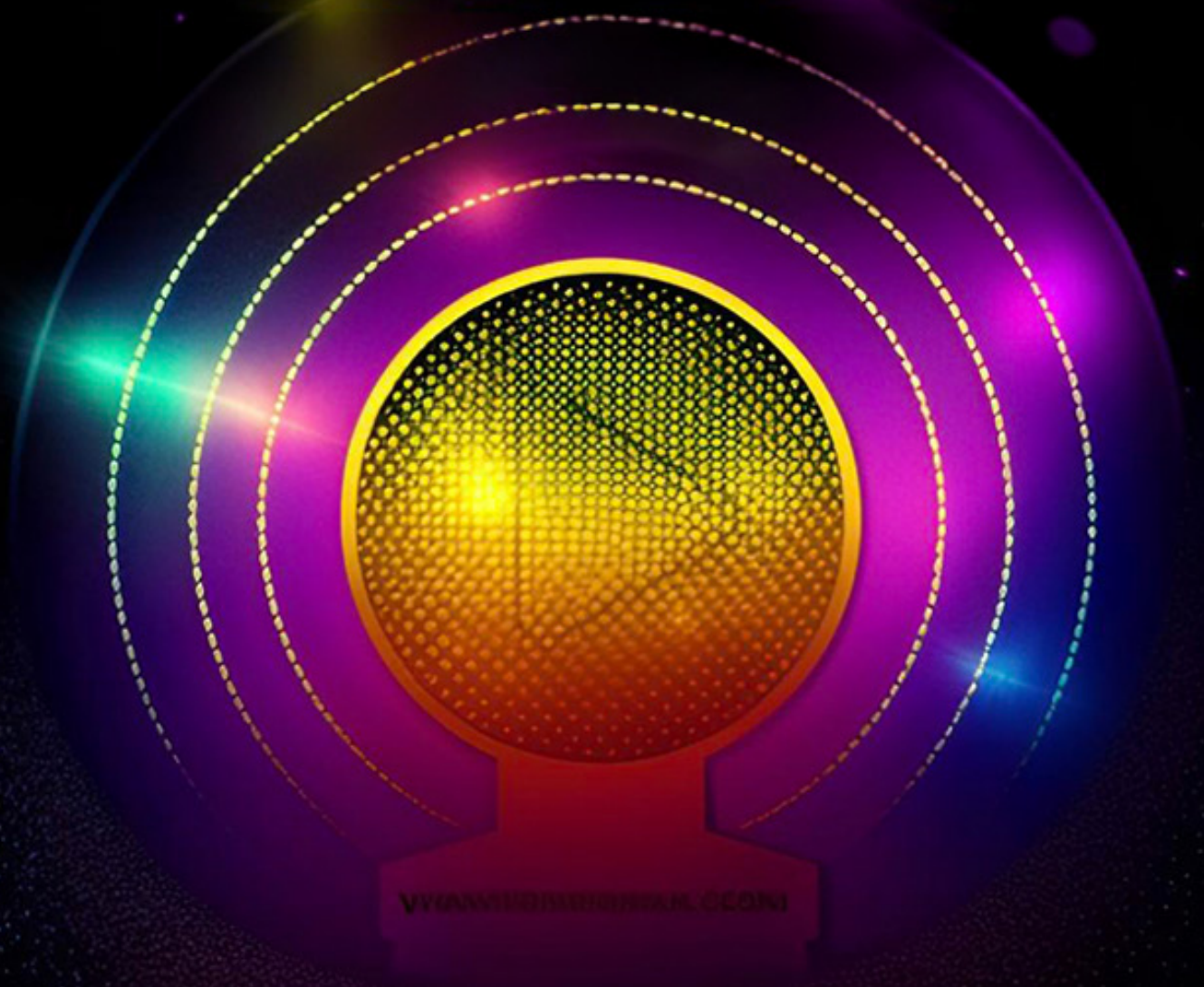# Mastering Change Management

**Skip:**
Hello and welcome to episode seven of our Gen Five Podcast. How are you doing, Frankie?

**Frankie:**
Very good, thank you, Skip. How are you doing?

**Skip:**
I'm doing well, thank you. The last few episodes have focused on some negative topics—like specification errors and communication issues. I don't want people to think we're all about the negatives. So today, let's start with something positive—change management. Changes to lead and demand generation campaigns often comes from testing to see what works to optimize campaign outcomes. So, what's the current state of change management?

**Frankie:**
I think you're right. We've seen an increased focus on optimization in the industry. However, the challenges we've talked about previously—like communication problems and documentation errors—can make people hesitant to implement changes. This reluctance reduces collaboration. Ideally, there should be a balance where both buyers and sellers work together, with sellers contributing suggestions to improve campaigns. This feeds into effective change management.

**Skip:**
That makes sense. If it feels too hard, people might avoid doing what's needed. But Gen Five aims to make change management easier by reducing friction in the process.

**Frankie:**
Exactly. Gen Five simplifies managing changes in RFPs and campaigns, reducing the reliance on manual processes and multiple communication channels. With better tools, it becomes easier to make changes, like adding more content or tweaking campaign details, without creating extra work for everyone involved.

**Skip:**
And that leads to a more natural way of working, fostering collaboration between suppliers and clients.

**Frankie:**

Yes. The current process is often cumbersome, making people less willing to suggest changes. Gen Five helps by providing a clear, manageable system for making updates, which encourages a test-and-learn approach. It also makes it easier to track and manage changes across different partners and teams.

**Skip:**

That's crucial for streamlining everything, especially when changes happen mid-campaign. How does Gen Five handle version control in campaigns?

**Frankie:**

Gen Five introduces a version control system. When changes are made to a campaign, such as adding new assets, the version number is incremented. The system tracks what's changed and ensures that all relevant partners are notified. It's also intelligent enough to determine which partners are impacted by a change and whether they need to take any action.

**Skip:**

That sounds incredibly helpful. If a supplier isn't affected by a change, they can keep working without interruption.

**Frankie:**

Exactly. This prevents suppliers from wasting time on tasks that are no longer relevant due to changes. As soon as a campaign is unlocked for changes, notifications are sent, and suppliers are informed about the status, making the process more transparent.

**Skip:**

This will also help brands new to demand and lead generation or those making frequent changes, right?

**Frankie:**

Definitely. Over time, Gen Five will gather data about how often changes are made and when they occur, providing valuable insights. Agencies and clients can use this information to assess whether certain clients make more changes and whether those changes improve campaign outcomes.

**Skip:**
That sounds like a great way to improve efficiency.

**Frankie:**
Absolutely. This data helps businesses identify the impact of changes on campaign performance and make informed decisions. For instance, brands can see how changes affect the timeline and overall cost of a campaign.

**Skip:**
And it will also streamline reporting, ensuring that everyone knows when changes were made and how they affected the campaign.

**Frankie:**
Yes, having this level of transparency makes it easier to track changes, assess their impact, and improve collaboration. The version control system allows for better reporting and even A/B testing, providing insights into what works best during different phases of a campaign.

**Skip:**
That's a huge benefit for brands and suppliers alike. It also ties into the goal of making lead generation more programmatic.

**Frankie:**
Exactly. For programmatic lead generation to work, we need this level of control and transparency. Gen Five helps by surfacing the information we need to optimize campaigns and manage changes effectively.

**Skip:**
This all sounds very positive. Anything else you'd like to add?

**Frankie:**
I think we've covered the key points. The exciting part is that we're now moving from discussing theoretical issues to applying real solutions, and that's where Gen Five will make a real difference.

**Skip:**
Absolutely. Thanks, Frankie. Until next time!

**Frankie:**
Thank you, Skip.

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