

“Achieving the Ghana National Single Window Vision”

Change Management Plan

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- **Stakeholder Engagement**
- **Capacity Building**
- **Communications**
- **Iterative Process**



- **Stakeholder Engagement**
- Capacity Building
- Communications
- Iterative Process



- **Face to Face Meetings with over 40 Agencies/Groups over the past 3 months**
- **Stakeholders were asked to respond to the following key areas:**
 - **Expected Deliverables**
 - **Key Requirements from the GNSW**
 - **Potential contributions to the GNSW goals**
 - **Main obstacles envisaged**
 - **Training requirements**
 - **Communications requirements**

- All Stakeholders expressed a strong willingness to engage in and support the GNSW - and viewed the maintenance of such support as the key factor in the potential success of the project

- Expectations from the GNSW focused on:
 - Reducing time and cost of doing business
 - Simplification and Automation of specific procedures
 - Reduction in the “human interface” and increased transparency
 - User friendly system and Help Desk
 - System security and reliability
 - Overall economic benefit to the country

- Support requirements included:
 - Capacity Building
 - Communications - especially detailed information on the project
 - Equipment and infrastructure
 - Continuous engagement

- Reviewed findings from over 40 Site visits
- Broad acceptance of results
- Additions / modifications agreed:
 - Include full details on Expected Deliverables
 - Clean up the wording on some points
 - Add emphasis in some areas - e.g.
 - organise high level meetings with Ministers and senior executives to promote the project
 - arrange meetings with stakeholders at entry points
 - ensure continuous face to face meetings with the CM group

- Reviewed Training Plan - broadly agreed
- Suggestions agreed:
 - longer term plan (1 year) with specific dates
 - sufficient advance notice of training dates
 - train the trainer approach
- Communications Plan - agreed
- Suggestions agreed regarding:
 - Alignment of websites
 - Enhanced frequency of website updating
 - Direct emails to local WG reps

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IDENTIFIED TRAINING NEEDS – CHANGE MGT



DOMAIN	OBJECTIVE
<ul style="list-style-type: none">▪ Stakeholder Engagement & Mgt.▪ Negotiation and Consensus Building▪ Team Dynamics▪ Communication Skills▪ Customer Service Management▪ Performance Evaluation and Management.▪ Help Desk Service Management▪ Presentation Skills	<p>These trainings would help stakeholders deliver better services to the customers (Internal and External)</p>

IDENTIFIED TRAINING NEEDS - ICT



DOMAIN	OBJECTIVE
<ul style="list-style-type: none">▪ International Computer Drivers License (ICDL)▪ Project Management▪ MS SharePoint Administration▪ Business Intelligence Reporting Tool▪ MS SQL Server training▪ Windows Server training▪ SW Solution architecture▪ IT Service Management▪ TARGIT Reporting Tool	<p>These trainings would help stakeholders understand the technical structure and operation of the Ghana Single Window and also offer first line support within their organisation</p>

IDENTIFIED TRAINING NEEDS - BPA



DOMAIN	OBJECTIVE
<ul style="list-style-type: none">■ Valuation■ Classification and HS■ WCO Data Model■ Data Harmonization Procedures■ Modernised Customs Processes■ Single Window Overview: Concepts; Principles and Operations.■ Ghana Trading Hub Portal■ ECOWAS Common External Tariff	<p>These training would help stakeholder understand in clear terms the concepts of single window, WCO/WTO Agreement on Customs Valuation, Rules of Classification and Modernised Customs processes.</p>

SPECIFIC TRAINING MODULES ENVISAGED

ORGANISATION	Management	I.T.	Customs Processes
Animal Production Directorate	<ul style="list-style-type: none"> ▪ Strategy Design & Implementation ▪ Stakeholder Engagement ▪ Etc. 	<ul style="list-style-type: none"> ▪ Project Management ▪ Etc. 	<ul style="list-style-type: none"> ▪ National Single Window concept ▪ Etc.
Veterinary Services	<ul style="list-style-type: none"> ▪ Stakeholder Engagement. ▪ Presentation Delivery ▪ Etc. 	<ul style="list-style-type: none"> ▪ IT Risk management. ▪ Network Analysis & Management. ▪ Internet & Online Applications. ▪ Etc. 	<ul style="list-style-type: none"> ▪ National Single Window Concept. ▪ Total Quality Mgt. ▪ ISO Quality Programmes. ▪ Classification & HS Coding ▪ Etc.
PPRSD - MOFA	<ul style="list-style-type: none"> ▪ Customer Service Mgt. ▪ Help Desk ▪ Etc. 		<ul style="list-style-type: none"> ▪ National Single Windows Concept. ▪ PAARS Processes. ▪ Ghana Trade Hub Portal ▪ Etc.
Food & Drug Authority	<ul style="list-style-type: none"> ▪ Customer Service Mgt. ▪ Change Management ▪ Help Desk Management ▪ Stakeholder Engagement Etc. 	<ul style="list-style-type: none"> ▪ IT Risk Management. ▪ System Administration ▪ Etc. 	<ul style="list-style-type: none"> ▪ Ghana Trading Hub Portal ▪ Etc.
National Security	<ul style="list-style-type: none"> ▪ Negotiation Skills. ▪ Strategic Planning ▪ Etc. 	<ul style="list-style-type: none"> ▪ TARGIT Tools. ▪ Project Management ▪ Etc. 	<ul style="list-style-type: none"> ▪ National Single Window Process ▪ Etc.

SPECIFIC TRAINING MODULES ENVISAGED

ORGANISATION	Management	I.T.	Customs Processes
Environmental Protection Agency	<ul style="list-style-type: none"> ▪ Change Management. ▪ Total Quality Management. ▪ Stakeholder Engagement ▪ Etc. 	<ul style="list-style-type: none"> ▪ Data centre Management ▪ Database Management Systems ▪ Etc. 	<ul style="list-style-type: none"> ▪ NSW ▪ HS Code/ Classification. ▪ Data Harmonisation ▪ Etc.
Ghana Ports and Harbor Authority	<ul style="list-style-type: none"> ▪ Negotiation Skills. ▪ Customer Service Management. ▪ Team Building. ▪ Strategic Planning. ▪ Total Quality Mgt. ▪ Etc. 	<ul style="list-style-type: none"> ▪ Social media Platforms. ▪ Data centre Mgt. ▪ Basic Computing/ICT ▪ TARGIT Tool ▪ Etc. 	<ul style="list-style-type: none"> ▪ National Single Windows Concept. ▪ PAARS Processes. ▪ Ghana Trade Hub Portal. ▪ Data Harmonisation ▪ Etc.

BLENDING TRAINING DELIVERY MODELS

DELIVERY MODELS

INSTRUCTOR LED SESSION

Physical Classrooms with State of the Art Infrastructure

CASE STUDY

Trainees discuss, analyse and solve problems based on real life situations

ON THE JOB

Providing mentored support on the trainee desk/job location.

MENTORED LEARNING

Learn at your own pace and make your own schedule with the help of Instructors

CASE INCIDENTS

Problems or issues are presented for analysis by participants using Syndicate groups

ORIENTATION TRAINING

Introduces trainee to a new concept and technology how to adapt to it.

SUMMARY

Combines both active and passive methodologies so that trainings can be effective and meet the need of different categories of learners

DISCUSSION

Two way communication between trainers and trainees in a conducive learning climate

SIMULATIONS

Use of Operating models of physical, social or operational events designed to represent reality

E-LEARNING

Providing training through electronic/ computer

- A comprehensive one-year training schedule with advance notification of training dates, time and location will be released shortly
- Organisations with the same training needs will be batched together for training.
- The National Single Windows Secretariat is always open to SW community members for specific training requirements
- Regular Stakeholder engagement and review forums
- Train the Trainer Approach for Stakeholders
- Trainings would be short and concise when appropriate
- Study tours to other organizations and other countries

PRELIMINARY TRAINING DELIVERY PLAN



TRAINING PROGRAMME	COMMENCEMENT DATE
Business Intelligence and data Analytics Tool Training	In-Progress and Continuous
Change Management Training	May 2016
Information Technology programmes	May 2016
Business Process Analysis Programmes	May 2016
E-Learning/Learning Management Systems	April 2016

Change Management Plan



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Communications Plan

Product	Frequency	Target Audience	Type of Information
Newsletter	Bi-Monthly	Policy makers, stakeholders, General Public	<ul style="list-style-type: none"> • Updates on project progress • Success stories • Performance/delivery re key outputs • Upcoming events • Interviews with key stakeholders • Quiz sessions • Global and Regional Trade News • Photo Speak
Brochures and information leaflets	Occasional	Policy makers, stakeholders, General Public	<ul style="list-style-type: none"> • More detailed project information
Website (Promotional side of website as opposed to operational side)	Ongoing	Key stakeholders, Business Users, General Public	<ul style="list-style-type: none"> • Basic Project Description and Structure • Updates on project progress • Success stories • Delivery re key outputs • Upcoming events • Interviews with key stakeholders

Communications Plan ...

Product	Frequency	Target Audience	Type of Information
Youtube/Twitter/ Facebook/LinkedIn/ Flickr	Ongoing	Key stakeholders, Business Users, General Public	Short Videos and Adverts, Photo Speak, Broadcast News, Monitor for feedback from the stakeholders and the public. Track activities for business intelligence and gathering. Announce
Email lists (sign up on Website)	Occasional	Various (Stakeholder WGs ,etc.)	Broadcast project status report, broadcast Upcoming events, Reminders for upcoming events, Newsletters, brochures. Receive feedbacks from stakeholders
Newspapers, TV and Radio	Occasional		New developments, achievements, conferences, events

Communications Plan ...

Product	Frequency	Target Audience	Type of Information
Local Business Magazines	Occasional	Key stakeholders, Business Users	<ul style="list-style-type: none">• Updates on project progress• Success stories• Performance/delivery re key outputs• Upcoming events• Interviews with key stakeholders
International Business Magazines and International Media	Occasional	Investors, International Business, Key stakeholders	<ul style="list-style-type: none">• Success stories• Upcoming events• Interviews with key stakeholders
Government Journals	Occasional	Policy makers, stakeholders	<ul style="list-style-type: none">• Success stories• Performance/delivery re key outputs• Upcoming events

Communications Plan ...

Product	Frequency	Target Audience	Type of Information
Media in International Orgs (UN WCO etc.)	Occasional		<ul style="list-style-type: none">• Success stories• Updates on project progress• Success stories• Performance/delivery of key outputs• Upcoming events• Interviews with key stakeholders
Bill Boards/Posters, Flyers and pamphlets	Occasional		Updates on Project progress, FAQ, Announce Events, Summary of NSW

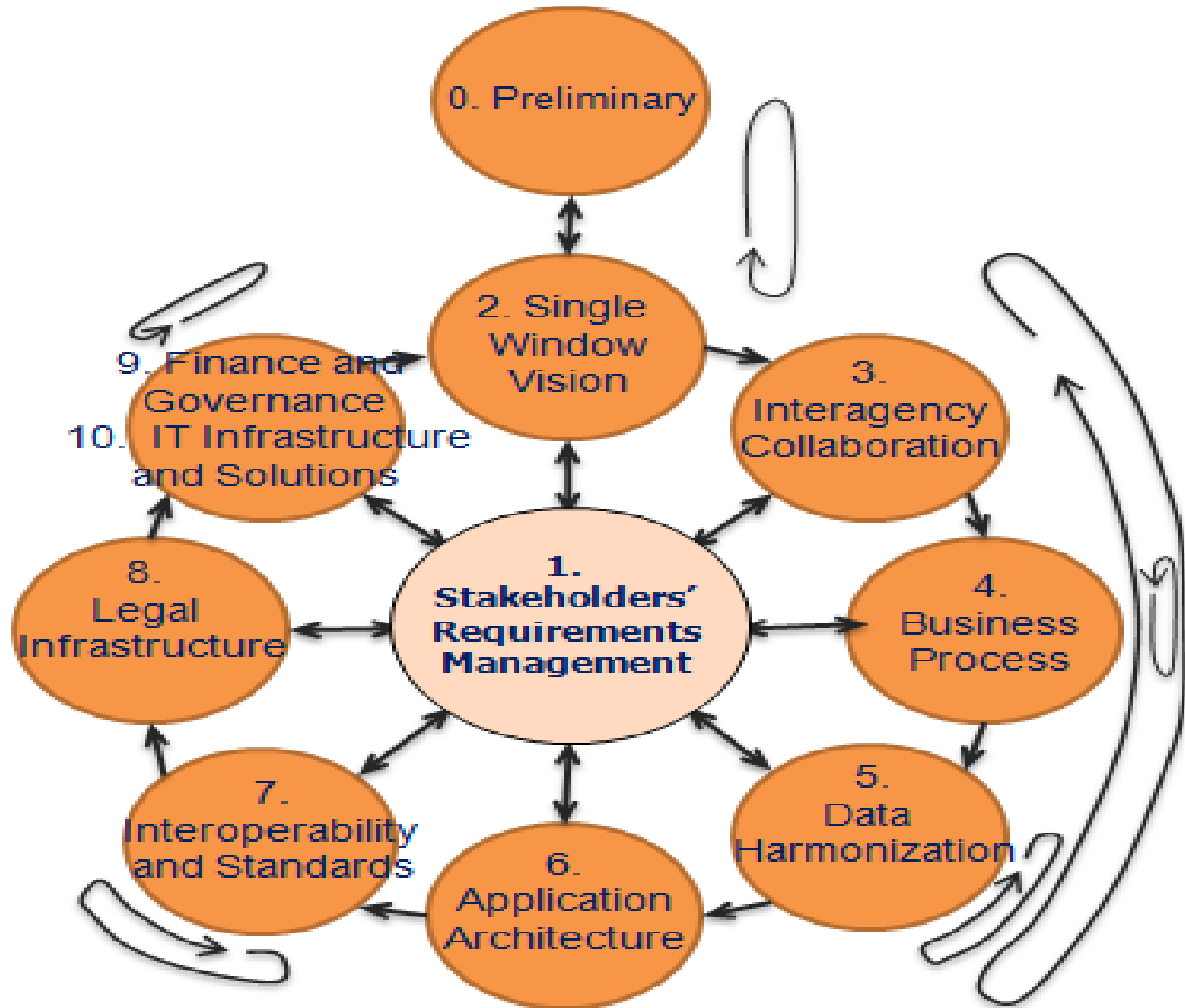
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CONTINUOUS ENGAGEMENT CYCLE



Questions, Observations and Discussion

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THANK YOU!

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