

# Change Managment

- Change Management is what is called when a "merger" or "acquisition" happens (Thought Leadership Articles, n.d.).
- This happened when Facebook bought Instagram.
- It features the process of a company buying another.
- It is a very complex procedure usually done through email.
- It often features the transfer of thousands or millions or even billions of dollars.

- An acquisition or merger usually features the changing of employee's roles at a company (Thought Leadership Articles, n.d.).
- This is mostly focused upon change (Thought Leadership Articles, n.d.).
- Due to there being a change of leadership there will also be a change in procedure one would think.
- If there are employees at the company or asset there might be change for them too.
- Often times a change in leadership features a change in business model.

- Change management features three phases:
  - Preparing for change
  - Managing this change
  - And positively reinforcing this change
- (Thought Leadership Articles, n.d.).
- This allows for a merger or acquisition to happen.

- As with any change in leadership there might be employees who don't agree with the new ways (Thought Leadership Series, n.d.).
- This is if there are employees at this company.
- Often times there can be a company or asset with employees.
- Because the CEO does everything.
- This case is popular in software.

- Often mergers or acquisitions can fail
- This is mostly due to the leadership not agreeing with the new ways
- Or the new acquisition leadership trying to change too much
- Or the software being changed too much
- So the original users leave.

- How acquisitions and mergers can succeed is by the new leadership being careful.
- This includes the new leadership being careful with the staff.
- Also if it is a software product the new leadership has to be careful with the code.
- If the original users do not like the new changes made then the software may lose users.
- There are few things that can go wrong with a merger.

- Over the course of their 12 years as a company Airbnb has acquired a total of 21 companies. (Crunchbase, 2020).
- This include Lapka; Titlt; Accoleo and Deco (Crunchbase, 2020).
- This kind of made me depressed because there could be so many cool housing apps.
- However it seems Airbnb just acquires stuff then the hosts go to their platform.
- I'm confused as to why the assets Airbnb acquired are no longer in business.



- Overall I think Airbnb acquiring so many companies is lame.
- Again; there could be so much more competition in the house renting market.
- Overall this made me sad.
- With competition growing the prices would also go down with consumers.
- This is the part where I realize the more the supply of housing the less money the renter has to pay and Airbnb has disallowed this to happen.

# Reference

1. Thought Leadership Articles. (n.d.). What is Change Management..?.  
Retreived from <https://www.prosci.com/resources/articles/the-what-why-and-how-of-change-management>.
2. Crunchbase. (2020). List of Airbnb's 21 Aquisitions. Retrieved  
from [https://www.crunchbase.com/search/acquisitions/field/organizations/num\\_acquisitions/airbnb](https://www.crunchbase.com/search/acquisitions/field/organizations/num_acquisitions/airbnb).