**Answer template for Activity: Change management model recognition**

## Step 1: Evaluating strengths and weaknesses

Your task is to list three strengths and three weaknesses of each change management model: Top-Down, Bottom-Up, and Hybrid approaches. Your analysis will help the program manager decide on the most suitable model for the transformation. Complete the comparative table in your answer template.

|  | **Top-down** | **Bottom-up** | **Hybrid** |
| --- | --- | --- | --- |
| Strength 1: |  |  |  |
| Strength 2: |  |  |  |
| Strength 3: |  |  |  |
| Weakness 1: |  |  |  |
| Weakness 2: |  |  |  |
| Weakness 3: |  |  |  |

## Step 2: Recommending the best approach

Reflect on the strengths and weaknesses you’ve outlined for each model.

* Choose a single recommended approach (the Top-down, Bottom-up, or Hybrid approach) and briefly explain why you selected it for TechInnovate.
* Then, using factors like leadership involvement, employee involvement, and flexibility and adaptability, justify why your recommended approach is most suitable for TechInnovate’s digital transformation.

**Recommended Approach:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Explain your selection:

| **Factors** | **Explanation** |
| --- | --- |
| Leadership involvement |  |
| Employee engagement |  |
| Flexibility and adaptability |  |

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