

# Sample\_\_Fwd\_ UKS31528.docx

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## **Introduction**

Change management is an important part of the organisation as it provides the various changes that need to be developed by the company. The below topic aims to develop the change process that happened at Unilever and the leadership style that can be initiated as a leader in the company. The research also helps a leader to acknowledge the change process and which changes need to enable more for future benefits and determination. Better changes need to be maintained in the company as a leader. Classic and complementary theories are also provided in the below topic to understand change management through an easy process.

## **Part 1**

### **Background of the change process and its importance**

The change process helps the organisation to consider the changes that are needed to maintain better work efficiency and maintain their progress for better future benefits. Change management refers to the process of planning, implementing and controlling changes within the organisation. This process involves identifying the change need for change designing a plan for implementing, communicating the change to stakeholders and ensuring the change is successfully integrated into the organisation. **Change management is crucial for organisations because it helps to ensure that changes are implemented smoothly and effectively, minimising the chances of success.** Without a proper change management process in place, organisations run the risk of assistance to change from employees, confusion among stakeholders and failed change initiatives. There are reasons that implementing reasons for a change in management is important in an organisation. Change is an inevitable part of organisational life, and without effective management of changes, organisations may become stagnant or fall behind their competitors. Change can be disruptive and stressful for employees so effective change management can help to reduce stress and minimise the negative effect and maintain productivity.

### **The change process happened in Unilever(Kurt Lewin's change model)\_400**

Kurt Lewin's change model is a widely used framework for understanding and managing change in an organisation (Saleem *et al.*, 2019). The model consists of three stages: unfreezing, changing and refreezing. By analysing the recent change process that took place in Unilever, as it can be seen the model applied in practice.

**Unfreezing:** It is <sup>6</sup> the first stage of Lewin's model as the organisation must recognise the changes created for the better enhancement of the culture and emphasise enabling more efficiency of the workers. The company has announced that it can be involved in the current matrix of the company structure and analyse the better enforcement of the business group (Unilever, 2023). The changes are applied in the <sup>3</sup> five distinct business groups Personal care, Nutrition, beauty care, Ice cream and home care. Unilever has stated that the product will be developed in different potentials and more products engaged with the different customer leads to illustrate the better customer wants. Profitable delivery to the global areas needs to develop the product and also consider its strategies and growth of the company by maintaining better customer products.

**Changing:** Unilever has changed the analysis process of the products as it can effectively provide better customer support and enhancement of evolution in the product. Change in the organisational model leads to involvement in the five changed business groups. The company also changes its growth process as the process leads to interaction and better involvement of different strategies included as customer services and support. More customer leads to interact with better customer reviews and with the engagement of different leadership styles. Involving the efficiency of the workers can be achieved through better leadership involvement. Change in the leadership style of the company leads to involvement in a better strategy followed by the company to demonstrate better work efficiency and customer support.

**Refreezing:** The changes have lasted by Unilever and the new set is formed by the company with a better lead management process. The role of different people has also divided and changed for the better labour efficiency of the company. More supply chain changes lead to involvement in the category as better construction in the equipment leads to involvement in the change theory (Unilever PLC, 2023). More of a change in the role of the workers can lead them to learn new things and maintain better customer involvement and practices. The involvement of different people leads to an increase in the efficiency of the people and it can lead to a change in the managing process of the company.

### **Lesson learned from the change process**

Change in the process of production leads Unilever to maintain the productivity of the customer and provide better support to machines. A change in the product's significance meant a change in the pattern for the production of the company's product (Jose, 2021). The involvement of different work and the efficiency of the machine can be integrated to have a better production process which

can be understood through the changes implemented by the company. Indicating better customer experiences through the production process which is involved in the production process. Implementing better production involvement of the company indicates the efficiency of production and involvement of various patterns intended for customer benefit.

Through the study, it can be identified that Unilever has involved a change in its leadership can lead to illustrating a better work factor and involvement in an effective pattern (Magagan and Ngugi, 2021). The organisational change in the company leads to provide a change in the leaders and their role for better productivity and profitability of the company. Involving leaders in the business creates the determination of the employees. Leaders lead to maintaining a team and make them motivated towards their work efficiency to perform better for the future and advancement of the production process. Involvement of the various categories that can involve in the work efficiency and induction of different patterns.

Change in the positioning can lead the employees to learn new things and implement better work experiences. Involving a better team and production department leads to engaging with different patterns and enabling the work in the company. Unilever has changed the position of **chief operating officer** to **chief transformation officer** and **Chief people officer**. This makes the employees stay motivated and work at their full efficiency and increase their workability for the involvement of different pattern and induction of the engagement of people interaction. Involvement of the different patterns can lead to increase better employee efficiency.

### **Recommendation on which changes need to be enabled more in future**

Leadership style is an essential part of any organisation which may be involved in different patterns and considered with better improvement in consistency and involvement. Unilever needs to indicate a better leadership style that can help employees to improve their skills and stay motivated towards their work. A change in the leadership style of Unilever leads it to have a significant impact positively (Iglesias *et al.*, 2023). A change in the leadership style can help the organisation to develop better teams for future benefits. Formation of teams helps the organisation to increase in their work captivity and help to form better production processes. Involving better leadership can help the employees to stay motivated and blessed for better work efficiency and involvement of different patterns. Unilever can indicate more production by increasing its leadership style and forming teams for the work in the production process. Indicating a better interaction and involving

an increase in efficiency can help the company to determine the increasing productivity of the business.

Change in the technologies or increasing their efficiency by changing their parts can involve better interaction and production processes. An increase in the production of Unilever can be gained from an increase in its mechanism and production process by changing the machines. An increase in technologies helps workers to work in simple form and maintain more production within the given time (Reza, 2020). Involvement of different patterns that can be initiated and maintained through the exchange of machines and interaction better enforcement of the certainty and engagement process. Providing the pattern that can be involved through better interaction and technical efficiency.

An increase in technology leads workers to lower their work burden and improve their skills and knowledge about using the technologies. More ability can be gained through the advancement of technology. The company can gain more profitability by increasing its productional purpose. An increase in production can be generated which can make the company profitable in the long run and a low number of workers is needed to handle the latest technologies which lowers the salary distribution of the company (Kpoku, 2021). An increase in profitability can also engage Unilever with a better infrastructure for their employees which can help them to boost their energy and keep working with better customer support. Increase in better interaction with the customers and better infraction of involvement of better efficiency.

## Part 2: reflective

This part of the report is going to be reflected in my approach as a leader. In order to complete this part of the report, first the principle of leadership is going to be discussed. Moreover, various theories related to the leadership approach are going to be identified. In addition to it, my approach as a leader is going to be identified. Furthermore, the gap in my leadership approach and how to close those gaps is also going to be identified. In the end, a recommendation related to future leadership skill development is also going to be advised.

### Principle of Leadership

Leadership is an important factor in determining the success of any big company. Without a strong leader, it is not possible for any company to maintain their business operations effectively (Birch, A. (2022). Over the course of time, the role of a leader has changed significantly. However, the core of leadership remains the same. There are some basic principles related to leadership.

- **Effective communication:** It has been found that the main fundamental of a leader is effective communication. Communicating with the employees on a constant basis can impact the decision of a leader. With effective communication, it is possible to create a more motivated workforce. This can thus affect the overall organisational output.
- **Be a role model:** The success of a leader can be measured through employees' perceptions of him. If a leader is good at carrying out his responsibility and always thinks about his employees, then he can be a role model for his employees. This is another principle related to a successful leadership style.
- **Taking decisions:** Another factor that can impact the success of a leader can be taking effective decisions based on available information. In recent times, it has been found that most organisations at some point are likely to encounter crises. Some crises may be small or some can be big, however, they all pose a threat to the leaders of the respective organisation (jayhawkglobal.ku.edu, 2019). However, the leaders have to take effective decisions based on the available data which will help the respective organisation in that situation.
- **Self-development:** The important aspect of the leadership principle is admitting mistakes. It has been found that leaders who communicate effectively and learn from their previous mistakes can be the most successful leaders (apa.org, 2019). Admitting mistakes gives opportunities for leaders to develop themselves more.



- **Clear Vision:** Another important aspect of the leadership principle has a clear vision. To become a successful leader, an individual has to have a clear vision of the business objectives (ipa.co.uk, 2019). The leader has to explain the importance of business objectives to his employees so that they can work more effectively on them.

## Classical Leadership Theories

Over the decades the definition of the leadership approach has changed significantly. Along with this change, there have been various leadership theories emerged defining the role of a leader. It has been found that leadership theories have changed and shifted their focus from traditional ways to more personal-based theories.

The classical theories believe that employees are motivated by their needs. There are three theories in Classical leadership theories.

- **Great Man Theory:** It is probably the oldest theory related to leadership. According to this theory, leaders are born, not made (researchgate.net, 2019). This theory strongly believes that only a certain type of pupil is born to be a leader. This theory also believes that only males are destined to be leaders.
- **Trait Theory:** This theory focuses on the personal traits that can possibly be the leader.
- **Behavioural Theory:** This theory doesn't believe in 'Leaders are born. This theory focuses on the behaviours of a leader, unlike the trait theory which only focuses on the inner traits of a leader.

## Contemporary Leadership Theories

Contemporary leadership theories include the transformational leadership approach, collaboration, and effective communication. These theories focus on dynamic leadership between leadership and employees. In the current scenario, it is the most appropriate leadership approach for the organisation. This theory has proven beneficial in terms of meeting the needs of employees as well as achieving the business objective. Moreover, this theory helps to increase the productivity of any organisation.

## My Approach as a Leader

It has been found that leadership <sup>2</sup> plays an important role in determining the success of any company. It is the core of any business operation. It is not possible for any business to run effectively without a strong leader. There are some basic principles related to any leadership approach that leaders have to follow to become successful. Moreover, there are many theories

related to the leadership approach such as classical Leadership Theories and Contemporary Leadership Theories. It can be found that classical Leadership Theories believe that 'Leaders are born, not made'. However, Contemporary Leadership Theories focus on making leaders. These theories explain the inner traits of a leader, how a leader should behave and how to be a successful leader.

As a leader, I follow contemporary leadership theories. There are various leadership approaches mentioned in these theories.

- **Transformation approach:** This approach is based on effective communication, creating unity between members. By using this approach, I can manage my team more effectively (imd.org, 023). Moreover, effective communication helps me to motivate my members more so that they can deliver more productivity. In addition to it, it helps me to be more flexible.
- **Delegative approach:** By using this approach, it is possible for me to give the space my members need. Furthermore, by trusting them fully, it is easy for me to motivate them and create a strong bond which is essential for my organisation.
- **Authoritative approach:** This approach is based 'follow me' approach. Sometimes, I have to implement this type of approach such as in any crisis situation. At that time, it is not possible for me to take suggestions from everyone and take decisions. In addition to it, it helps to give feedback more on a personal level.
- **Transactional approach:** This approach is based on the reward system. Using this approach, it is possible for me to motivate my employees more so that they can carry out their responsibility more efficiently.
- **Participant leadership:** With this approach, I can involve my employees in the decision-making process more. Moreover, this approach helps me to collaborate with my employees more. This has proven beneficial for the organisation in terms of increasing productivity.

### **Areas to improve**

In view of the above, I can find that there are areas that I have to improve. In terms of leadership, I have given my 100% however, it is not enough. It is also seen that when I started as a leader, I tried to blindly rely on my employees. However, it backfired on me as I didn't know my team members completely. Therefore, from now on I have to be more cautious before relying on



employees completely. In addition to it, using a transactional approach has also posed a barrier for me. Using this approach, some members became demotivated. I have to also look into this matter.

### **Recommendation for Future Leadership skill development**

It can be recommended for developing future leadership skills that individuals first have to identify their strengths and weaknesses. They have to work on their weaknesses and develop themselves. They also have to improve their strengths. They also have to communicate with their employees on a constant basis. Moreover, the leaders have to take effective decisions based on the available data which will help the respective organisation in any emergency situation.

### **Conclusion**

The above topic concludes with the different operational changes and leadership styles initiated by Unilever for better production and involvement criteria. The above topic concludes about the work and the efficiency of the machine can be integrated to have a better production process which can be understood through the changes implemented by the company. Indicating better customer experiences through the production process which is involved in the production process.

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