**REFLECTIVE ESSAY**

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# Introduction

The electronic product manufacturing company ***Pak Elektron Ltd*** has tried to implement innovation management in product development. Applying a new strategy in this organisation, Pak Elektron Ltd has tried to change its HR management strategies to recruit more efficient employees and develop the organisational work process successfully. This study has discussed the change management process by taking the initiative of an innovative and formal HR system. Kottler’s 8 steps model has assisted to identify the proper change management process in a manufacturing organisation.

# Body

## Analysing Kotter’s 8-Step Change Model focusing on the case study

A strategic change management process has to focus on a systematic way to get an effective outcome. Based on the opinion of Laig and Abocejo (2021), ***Kotter’s 8-Step Change Model*** suggests following 8 systematic steps including creating urgency, selecting a vision for change, eliminating obstacles, building change and achieving goals. For instance, the mismanagement issues of Pak Elektron Ltd can be managed by selecting innovative HR management changes with a ***“recruitment and selection team”***, “performance management team”, “learning and development team” and “general administration team”. ***Pak Elektron Ltd*** can implement talent management in the recruitment process by making interviews more specific to hire the most efficient and knowledgeable staff.

In the initial stage, the mentioned company of the case study can develop a sense of urgency and select the goal, and then convince the employees to adopt the change management. As per the view of Tien *et al.* (2021), recruitment, selection, employee management and employee motivation are all factors, which have been managed by the innovative HR management process by applying change management. I have noticed that creating a proper change management vision by communicating with others is important to eliminate risk factors of Pak Elektron Ltd. After minimising the obstacles in HR management, such as issues in the hiring process and weak decision-making, setting a short-term win to build the change is necessary for Pak Elektron Ltd.

## Critically discuss and evaluate the types of leadership required for each step of change

The selected company has to change their leadership style to adopt the innovative HR change management. Transformational leadership can be implemented to adapt to change management efficiently. As per the view of Asbari *et al.* (2020), transformational leadership is a process to inspire and motivate employees to grow innovatively for the company’s future success. Building goals for change management can be more effective by managing a team with a transformational leader. On the other hand, the participation of efficient managers needs to set an effective goal. I have noticed that increasing employee motivation for proper implementation of innovative and formal HR management strategy is essential for the mentioned company of the case study; Pak Elektron Ltd. Inspiring employees by fulfilling their needs can improve effectiveness of change management.

# Conclusion

After completing analysis on the change management strategy of Pak Elektron Ltd, it can be concluded that applying Kotter’s 8-Step Change Model, the company can implement innovative and formal HR management successfully. On the other hand, implementing proper HR management, continuous learning and training are also important. Implementation of transformational leadership has assisted the manufacturing company to adapt formal innovative HR management by developing performance management, recruitment process and continuous learning and development.

# Reference list

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