

Help Us Translate

0:04 Hi, it's great to see you again. So far in this specialization, we have looked at change as a way to transform yourself, your team, and an organization. In this module, you will be adding change management theories and models to what you have already learned in the previous courses in this specialization. This is a third step in our course progression. To remind you, we started at an individual level, expanded to the team level, and now we have reached an even broader level, that of an organization. Change management theories help break down the complex process of change and bring structure, order, and logic to a seemingly overwhelming process. Each of the models offer something unique in a way of approaching change management and leadership. At the same time, they all have a common logical structure behind them. This structure addresses the same basic stages of initiating, changing, and solidifying change, because each model offers something unique. Having your working knowledge of each theory will give you an advantage when leading change. This working knowledge will help you be prepared to explain the process of change to others and spot potential problems before they happen. It will also enable you to be successful at preparing and executing a well-rounded plan for leading organizational change and transformation. In this module, we will cover Lewin's three stages model and McKinsey 7S framework. Lewin's three stages model explains the process of managing organizational change in a simple way. The three stages are unfreeze, change, and freeze. It's obvious from reading the names of stages that we're aiming to manipulate the current state and preserve it once we're done. We do so by unfreezing the current state of the organization by introducing what's about to come. We then change. Apply deliberate effort to manipulate our current state and modify it until we're satisfied. Lastly, we freeze this new state. Lewin's three stages model can help educate stakeholders on how to lead change by introducing a simple three element structure. It can also assist with strategic and tactical planning of a specific company-wide change. McKinsey 7S model explains how seven key elements of an organization are interconnected and how they reinforce one another. The seven key elements are shared values, structure, strategy, systems, style, staff, and skills. McKinsey 7S model is helpful when planning your project to see how it will impact all seven critical elements, and to make sure we take corrective action when we see misalignment between two or more components. I will explain the model in a greater detail in the video focused on this theory. At the end of module two, we will review all theories side-by-side, and I will provide a printable one-page reference document for you to use. Keep it handy as you're learning these theories, or if you're trying to choose the one that's right for your organization and your project. Let's dive right in

