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**ASSIGNMENT 3**

CASE FOR AND AGAINIST THE MODELS OR APPROACHES TO MANAGING CHANGES IN AN ORGANISATION

[Document subtitle]



Change Management is the term that is used to refer to the change or transitioning people, groups, companies and projects from one state to another. When this term is applied to businesses and projects, it may refer to a process of transitioning the scope of the project in such a way that it can meet changing requirements and objectives. The main benefit or advantage of the application of change management is that it helps to increase the chances of a business staying on its budget or schedule that in turn leads to higher ROI and realization of benefits. The following are some of the best strategies and approaches to implement change management.

1. **Lewin’s Change Management Model**

Lewin’s Change Management Model is one of the most popular and effective models that make it possible for us to understand organizational and structured change This model was designed and created by Kurt Lewin in the 1950s. This model has three main stages which are;

**Unfreeze**:

This first stage of change involves preparing the organization to accept that change is necessary. This phase is important because most people around the world try to resist change, and it is important to break this status quo. This first part of the change process is usually the most difficult and stressful. When you start cutting down the "way things are done," you put everyone and everything off balance. Here are some practical steps you can take to "melt the ice" of the Unfreeze stage:

1.Determine what needs to change by surveying your team or organization to understand the current state.

2,Understand why change has to take place.

3.Frame the issue as one of organization-wide importance.

4, Create a compelling message about why change has to occur.

5, Use your vision and strategy as supporting evidence.

6, Communicate the vision in terms of the change required.

7. Emphasize the "why."

8. Remain open to employee concerns and address them in terms of the need to change.

**Change:**

This is the stage where the real transition or change takes place. it's important that you communicate clearly and often and throughout the planning and implementation of the changes. At this stage, good leadership and reassurance is important because these aspects not only lead to steer forward in the right direction but also make the process easier for staff or individuals who are involved in the process Also, make sure that you stay ahead of and dispel any rumors . That means answering questions openly and honestly, dealing with problems immediately, and relating the need for change back to operational necessities. You can also empower your people by involving them in the process,

**Refreeze:**

Now that the change has been accepted, embraced and implemented by people, the company or organization begins to become stable again. This is why the stage is referred to as refreeze. The refreeze stage also needs to help people and the organization to internalize or institutionalize the changes

1. **McKinsey 7 S M**

It was developed by consultants working for McKinsey & Company in the 1980s .You can use the 7-S model in a wide variety of situations where it's useful to examine how the various parts of your organization work together. It features seven steps or stages for managing change.

**Strategy –** Strategy is the plan created to get past the competition and reach the goals.

**Style –** The manner in which the changes and leadership are adopted or implemented is known as ‘style’.

**Skills –** The competencies as well as other skills possessed by the employees working in the organization**.**

**Structure** – Structure is the stage or attribute of this model that relates to the way in which the organization is divided or the structure it follows.

**Systems** – In order to get a task done, the way in which the day-to-day activities are performed is what this stage is related to.

**Shared values –** Shared values refer to the core or main values of an organization according to which it runs or works.

**Staff** – The staff refers to the workforce or employees and their working capabilities

1. **Kotter’s change management theory**

This theory has been devised by John P. Kotter, who is a Harvard Business School Professor and author of several books based on change management. This change management theory of his is divided into eight stages where each one of them focuses on a key principle that is associated with the response of people to change**.**

**Stages**

**Increase urgency** – This step involves creating a sense of urgency among the people so as to motivate them to move forward towards objectives.

**Form a Powerful Coalition-**Convince people that change is necessary. This often takes strong leadership and visible support from key people within your organization.

**Communicate** – Communication with people regarding change and its need is also an important part of the change management theory by Kotter

**Create a Vision for Change**-This stage is related to creating the correct vision by taking **Don’t give up** – Persistence is the key to success, and it is important not to give up while the process of change management is going on, no matter how tough things may seem.

**Incorporate change** – Besides managing change effectively, it is also important to reinforce it and make it a part of the workplace culture.into account, not the just strategy but also creativity, emotional connect and objectives.

1. **Nudge Theory**

The Nudge theory is a behavioral science concept developed by Richard Thaler and Cass Sunstein in the 2008 book Nudge: Improving Decisions About Health, Wealth, and Happiness. It is important to note that there are many unhelpful ‘nudges’ around which can either be deliberate or may just be accidental. What this theory mainly seeks is to work upon the management as well as the understanding of the many influences on human behavior that lead to the changing people. It focuses on the design of choices which is responsible for directing our preferences and influencing the choices that we make. What this theory says is that choices must be designed in such a way that it can be aligned with the way people think and decide.

The core aspects of nudges are ascertained as being:

Indirect

Subtle

Open-ended

Educational

Backed up with evidence

Optional

Open to discussion

**CASE AGAINST CHANGE**

**#1. Employee resistance**

Resistance to change can start anywhere in an organization. Executives may not want to spend money. Few of us like change. And while that's ok, a business must evolve to remain agile and competitive. . Departments may not recognize broader organizational needs, as long as their system works. The result? Key stakeholders and decision-makers may not immediately see how the changes will benefit the organization holistically. Further resistance can come from a change in the routine. Employees may worry about what might happen to their role and their job. Even after the change, employees may still resist if they feel new workflows make their jobs harder.

You need a multifaceted approach to overcome this hurdle.

**Be transparent.** Workers want to know the reason for the change, not just the high-level benefits it will provide.

**Provide ample training**. An effective training program for new technology, workflows, and processes is vital for a smooth transition

**#2. Communication issues**

Communication deserves extra attention. It's the area where many organizations stumble. Many businesses communicate value to their customers clearly, but they often struggle with internal communication with employees.

Common communication downfalls include:

* Limited, or too little, communication
* Not enough channels of communication (i.e., email, in meetings, website)
* Failure to keep all stakeholders informed and involved in follow-ups.

Fortunately, you can prevent communication issues with advanced planning. Make a communication strategy part of your change management plan. Detail who will do what. Determine a schedule ahead of time that includes the channels you'll use, such as:

* Email
* Intranet
* Mail

And don't forget in-person communication through meetings and impromptu conversations!

**#3. Implementing new technologies**

Few changes cause as many headaches for people at all levels of an organization as implementing technology. New equipment, tools, and workflows change the way everyone works. Phased roll-outs work best. By introducing new technologies over weeks or months, you can overcome this issue.