



Change Management

Change Management: a process in which an organization introduces and implements change so that it can create better approach/es to achieve its organizational goals.

Why is it important in developing an organization?

- It involves managing people and processes to make sure organizational transitions smooth for achieving its goals.

Change Management(Ctnd)

Change management (CM) is the method by which an organization communicates and implements change.

This includes a structured approach to managing people and processes through organizational change.(IBM)

19th March, 2024(Alexandria Iacoviello, Amanda Downie)

<https://www.ibm.com/topics/change-management>



Change Management(Ctnd)

Reference:

<https://www.ibm.com/topics/change-management>

Change Management(Ctnd)

Views or Theories of Change Management

Kotter's

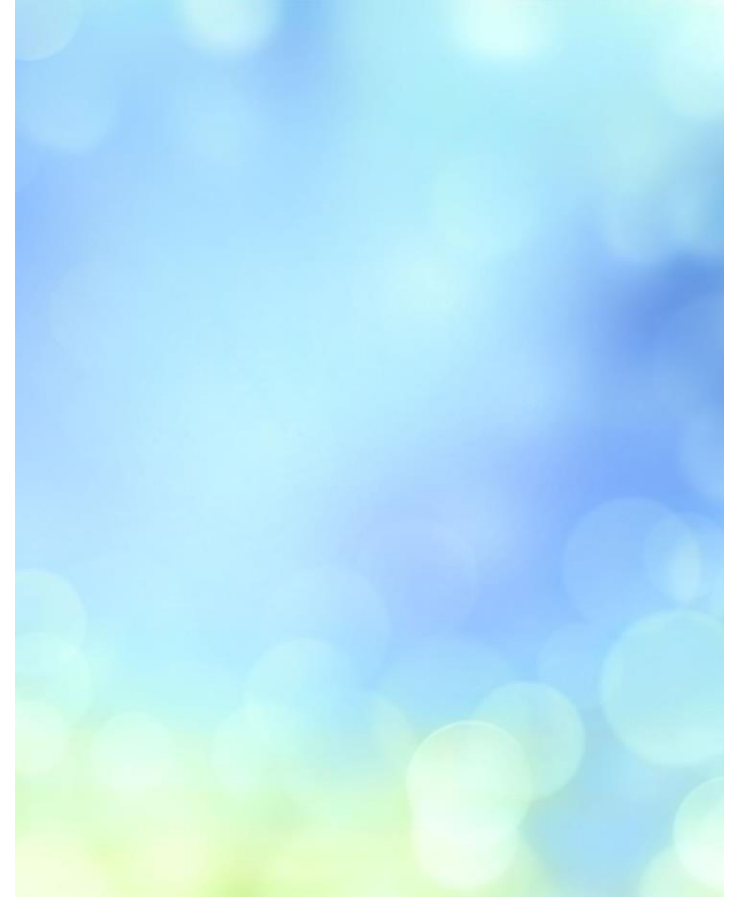
“8-Step Process for Leading Change”

John Kotter, a Harvard professor, created his process for professionals

that are tasked with leading change.

He collected the common success factors of numerous change

leaders and used them to develop an eight-step process:



Kotter's 8 Step Model(1996, 2014)

Creating	Creating a sense of urgency for change
Building	Building a guiding a coalition
Forming	Forming a strategic vision and initiatives
Enlisting	Enlisting a volunteer army
Enabling	Enabling action by removing barriers
Generating	Generating short-term wins
Sustaining	Sustaining acceleration
Instituting	Instituting change(Kotter, 1996 & 2014)

Kotter's Model



REFERENCE:



[HTTPS://WWW.IBM.COM/TOPICS/CHANGE-MANAGEMENT](https://www.ibm.com/topics/change-management)

Lewin's Change Theory(1940s)

Lewin's Change Management Model,

developed by Kurt Lewin in the 1940s,

remains relevant today.

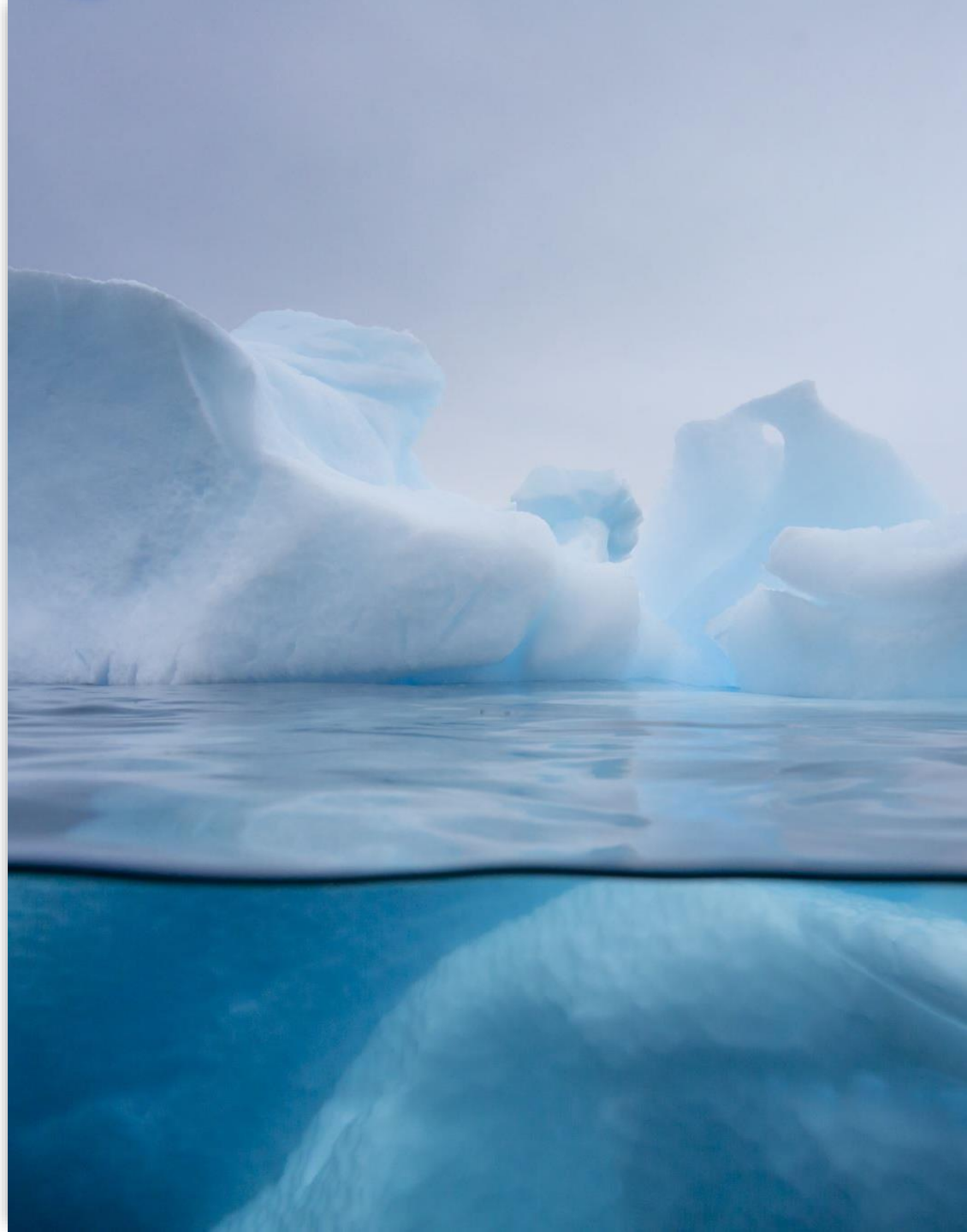
It consists of three stages:

Lewin's Change Theory(1940s)

1. Unfreeze:

In this stage, organizations or individuals recognize the need for change and prepare to let go of existing behaviors or structures.

It's like melting a block of ice to make it malleable.



Lewin's Change Theory(1940s)

2. Change:

- This phase involves implementing the desired changes.
- It's akin to reshaping the melted ice into a new form.
- During this stage, new practices, processes, or behaviors are introduced.

Lewin's Change Theory(1940s)



Refreeze:



After successful change,



the organization or individual solidifies the new state.



Think of it as refreezing the reshaped ice.



Stability is restored and the new practices become the norm.

Lewin's Change Theory(1940s)

- Reference:

<https://www.bing.com/search?PC=ED25&FORM=ED25DF&q=change+management+framework&showconv=1>

