

CHANGE MANAGEMENT (ASDA)

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CHANGE MANAGEMENT



Team



Strategy



Plan



Improve



Execute



Success

Individual presentation – Assignment Task 1

Prepared By:

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Introduction

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- Organizational change refers to the shifting of an organization from one form to another. It may require an organization to transform its corporate structure, procedures, policies, culture, or technologies (Hayes, 2022). In this context, the purpose of this presentation is to advise an organisation which is undergoing or has undertaken a large or incremental change programme through Lewin's change management framework. For the purpose, the chosen company is **Asda Stores Ltd.**

Company Background



Asda

- UK based supermarket
- 1949
- Wal-Mart bought it for £6.7 billion
- Sells clothing, toys, groceries, homewares, health and beauty products, financial and insurance services
- brand value of 2.61 billion U.S. dollars

Proposed changes in Asda

- employees refill ambient goods between 7 p.m. and midnight and frozen goods between 7 a.m. and 1 p.m.
- 211 night shift manager positions might be eliminated



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- 10% reduction in colleague hours for each of its 23 in-store Post Office branches
- Job threat for 48 hourly-salaried employees and fourteen chemists.

Key factors and drivers of change

- Customer needs
- Supply & demand



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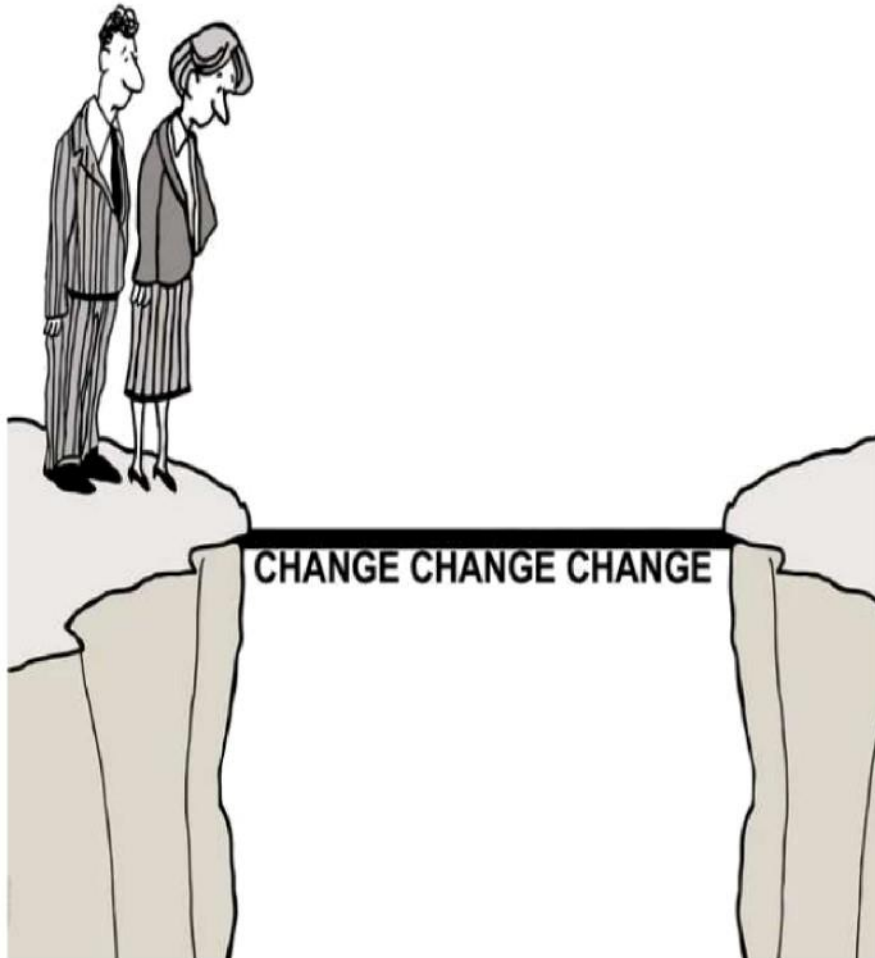
- $\mathcal{L}^*$ perational process
- Organizational culture

Resistance to change at Asda

- Absence of awareness regarding the reason for change
- Lack of support from leaders



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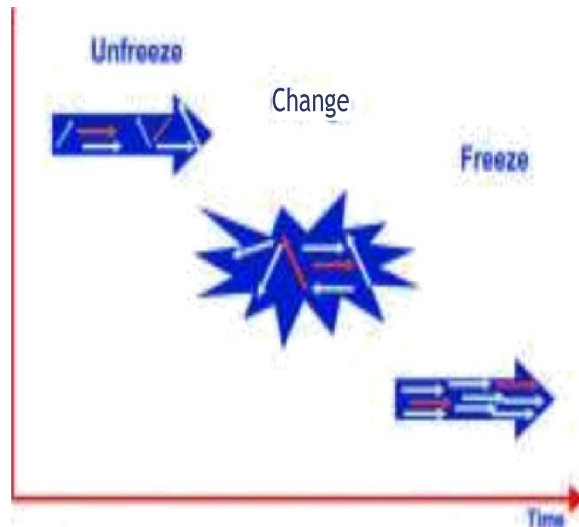
- Not being included in change-related decisions
- Fear of the unknown

Critical appraisal of the key change management models

Kurt Levin's model of

change:

KuRLewin ChangeModel



- Unfreezing
- Moving
- Freezing

Continued..

ADKAR Model of change:

- Awareness
- Desire
- Knowledge
- Ability
- Reinforce

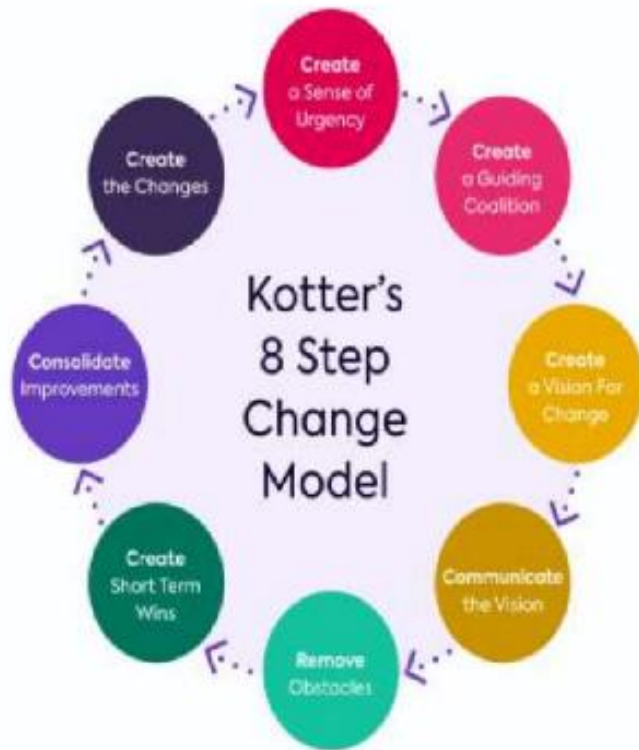
AbkAR States of Change



CURRENT@ IRANSITION Q FUTURt

RiNiS 7iSlR KNOWLEDGE AB RONFORCtME

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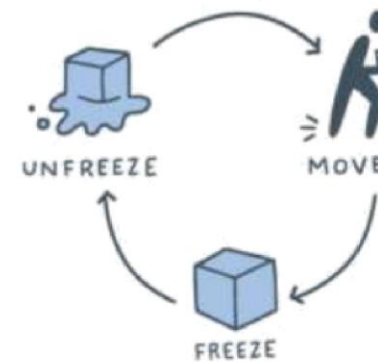
Kotter's 8-Step Model:

- creating ³urgency
- guiding coalitions
- vision and strategy development
- Vision communication
- removing obstacles
- short term gains
- Consolidating Gains
- anchoring change

Application of Lewin's Change theory to Asda

- Unfreezing: Asda leaders will need to make all the employees understand that the replacement of overnight ambient and frozen shifts is essential for the collective good

LEWIN'S CHANGE MODEL



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- Moving: . The appropriate level of communication can boost Asda staff morale.

Continued..

- Freezing: Supporting and recommending alternative routes could lessen the negative effects of layoffs.



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- From the entire analysis about Asda's proposed changes and management theories, it has been concluded that effective management of an organizational change is the key to its long term success. Asda's driving forces to change include changing customer needs and product demand. Lewin's model of change will be helpful for the company in implementing successful change as well as managing the employees' resistance through constant communication, building of trust, and empowerment.

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