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Managing Business Change



Introduction to Managing Business Change

- Definition of Business Change Management
- Importance of change in the business environment
- Overview of success and failure in change management





Understanding Change Agents

- Definition of a change agent
- Roles of change agents in organizations
- Characteristics of effective change agents
- Challenges faced by change agents

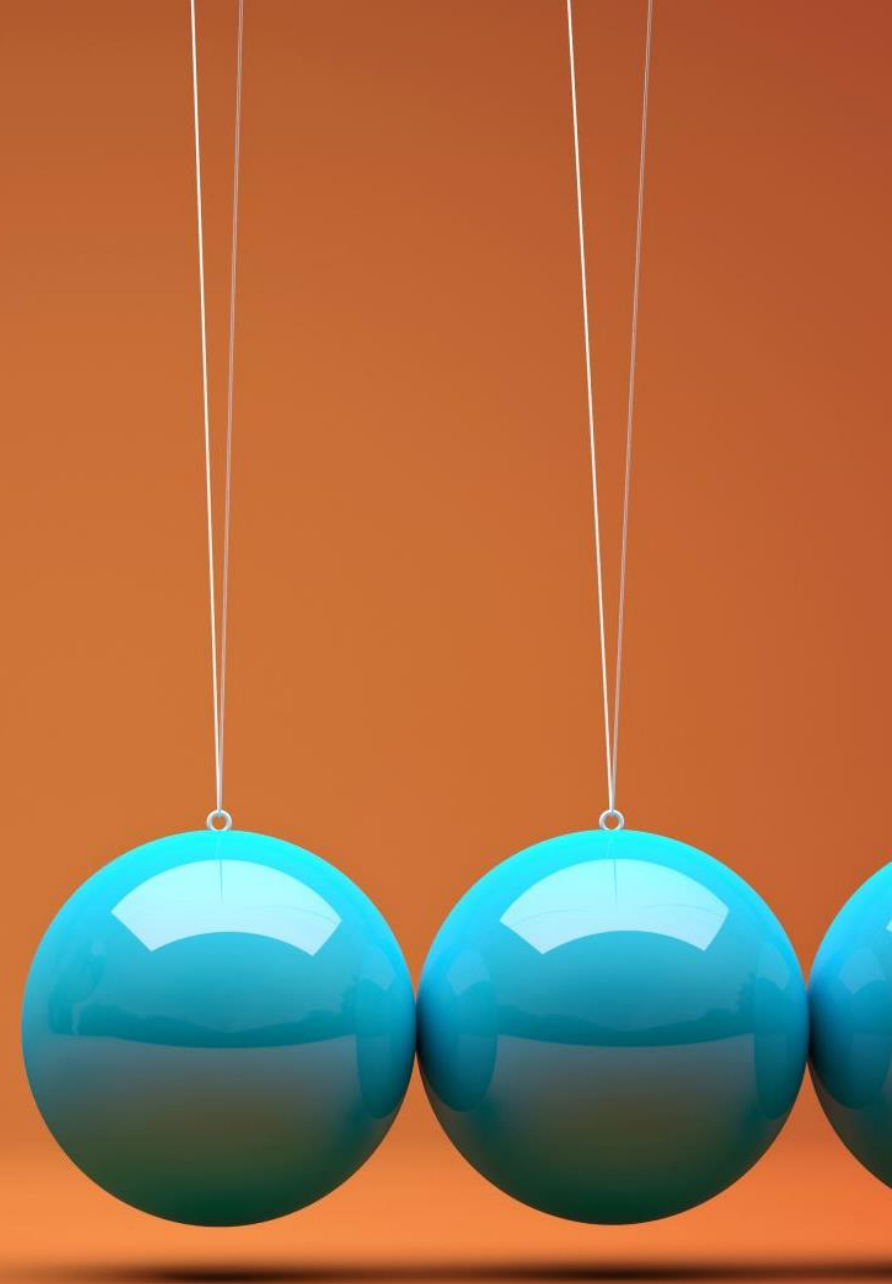


Types of Business Change

- Strategic changes
- Technological changes
- Cultural changes
- Structural changes

Success Factors in Change Management

- Clear vision and objectives
- Strong leadership and commitment
- Effective communication strategies
- Stakeholder engagement and support



Reasons for Change Management Failure

- Resistance to change
- Lack of effective communication
- Poor planning and execution
- Inadequate resources and support





Case Study: Successful Change Management

- Change in M&S
- Strategies used for managing change
- Key success factors



- British Home Stores (BHS)
- Reasons for failure
- Consequences of the failure
- Lessons learned

Case Study: Failed Change Management



Group Task

- You are a small Welsh cake Business in Swansea wanting to increase your business by exploring new export markets
- You decide to look at China as a potential new Market
- What would you need to think about in Strategic terms about how your business would need to adapt?
- What 5 things would you put in place that would align with the strategic vision to give you the best chance of success?

Strategic Planning in Business Change

- Definition and importance of strategic planning
- Aligning change with business strategy
- Long-term vs. short-term objectives
- Monitoring and adapting strategies





Tactical Approaches in Change Management

- Definition of tactics in change management
- Examples of tactical approaches
- Aligning tactics with overall strategy
- Measuring the effectiveness of tactics

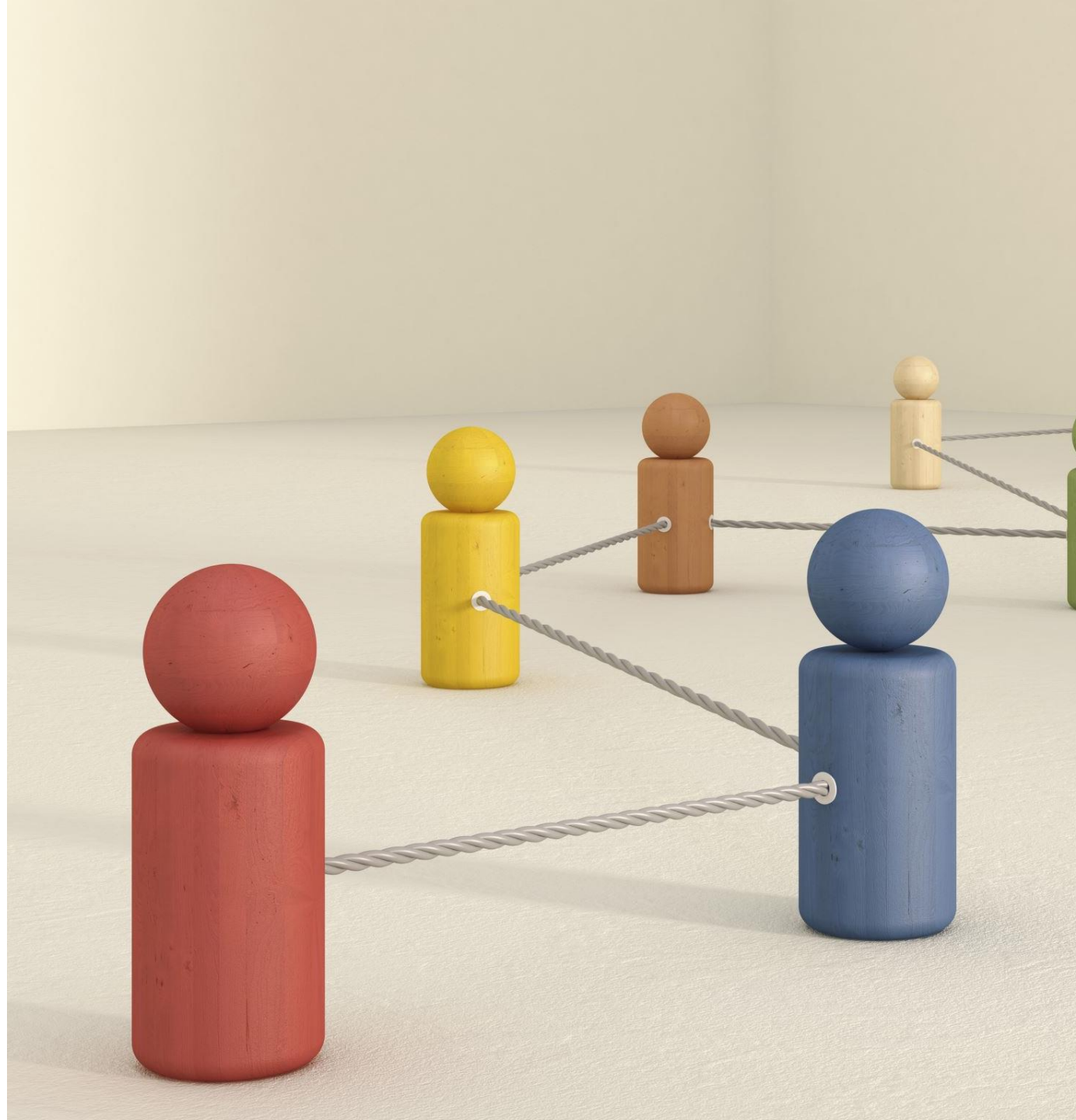
Importance of Holistic Business Perspective

- Understanding the business as a whole
- Integration of strategies and tactics
- Importance of cross-functional collaboration
- Impact of external and internal factors



Role of Trade Shows in Business Change

- Networking and relationship building
- Showcasing innovations and changes
- Gathering industry insights and trends
- Direct feedback from potential clients and partners



Vinexpo Paris 2024

- 4074 Producers from 48 Countries
- 42000 Visitors from 137 Countries (47% International)
- 30% increase in Buyers from Main Markets (France, Italy, Belgium, UK, USA)
- 10,146 Digital Appointments made

PLAN GÉNÉRAL / GENERAL MAP





Leveraging Media Activity in Change Management

- Enhancing brand visibility and awareness
- Communicating change to a broader audience
- Engaging with customers and stakeholders
- Monitoring and managing public perception

Digital Transformation as a Change Agent

- The rise of digital technology in business change
- Opportunities and challenges of digital transformation
- Strategies for successful digital change management
- Case examples of digital transformation



Overcoming Resistance to Change



- Understanding the root causes of resistance
- Strategies for addressing resistance
- The role of empathy and support in change management
- Building a culture of adaptability and resilience

Change Management Tools and Techniques

- Overview of popular change management models (e.g., Kotter's 8-Step Process, Lewin's Change Model)
- Utilizing project management software for change initiatives
- Importance of data and analytics in change management
- Continuous improvement methodologies (e.g., Kaizen)



Kottler's 8 step Model

- Create a sense of Urgency
- Build a Strong Coalition
- Form a Strategic Vision and Initiative
- Enlist a Volunteer Army
- Enable Action by Removing Barriers
- Generate Short Term Wins
- Sustain Acceleration
- Institute Change





Stakeholder Engagement in Change Management

- Identifying key stakeholders
- Strategies for effective stakeholder communication
- Managing stakeholder expectations
- The importance of feedback loops

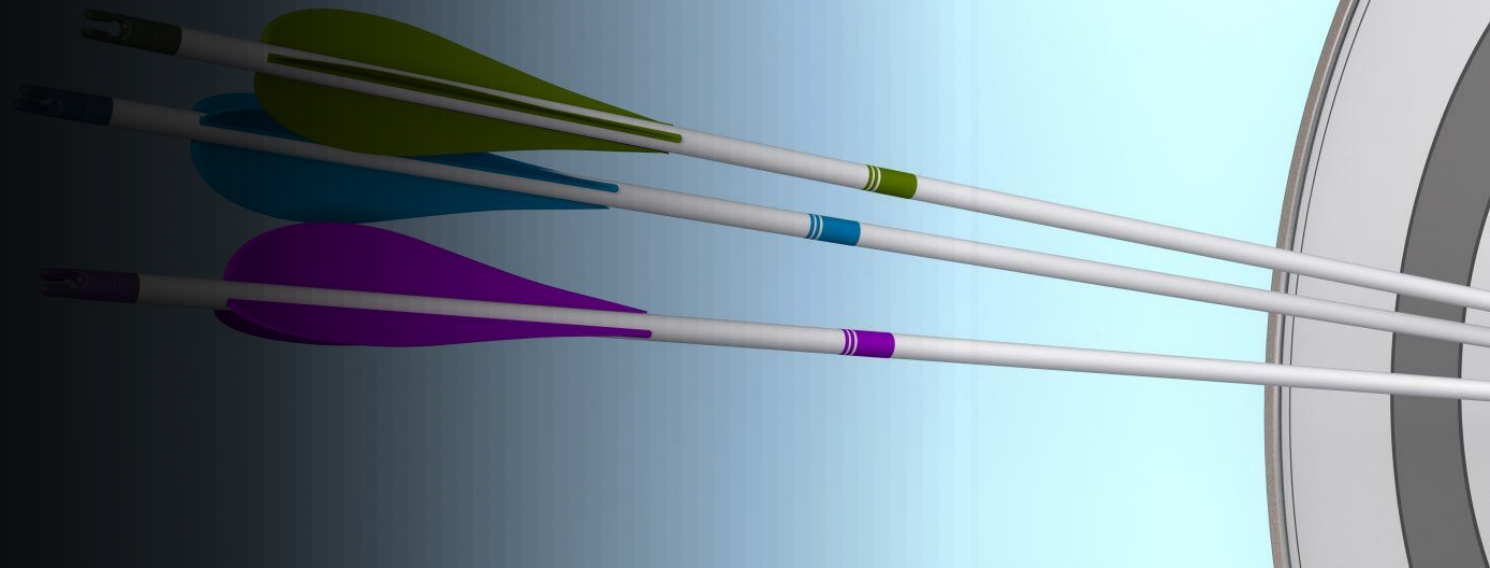


Measuring the Success of Change Initiatives

- Key performance indicators (KPIs) for change management
- Qualitative and quantitative measures of success
- Feedback and evaluation techniques
- Learning from success and failure

KPI's

- Key Performance Indicators
- Define Change Objectives – SMART
- Identify Relevant KPI's
- Establish Baseline and Targets
- Ensure Data Availability
- Review and Refine





Ethical Considerations in Managing Business Change

- Ethical challenges in change management
- Balancing business objectives with ethical considerations
- Transparency and accountability
- Case studies of ethical dilemmas in change management



Future Trends in Change Management

- Emerging trends affecting business change (e.g., AI, remote work)
- Preparing for the future of work and change
- The importance of innovation and agility
- Strategies for future-proofing organizations

Thank You



NEXT LECTURE 27TH FEB
1:30



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