

Guide LIC

Report (5,000 + Words or equivalent) - 100%

Alvin Toffler's famous comment 'There is only one constant today and that is change' was made some decades ago, but now change itself is changing at a fast rate. The phenomenal pace of change in countries such as China and India is impacting on older, established economies in the western world. With such change comes uncertainty and insecurity. Organisations, even those in the public sector where 'steady state' was ever the watchword, can no longer sit back. All organisations are being increasingly challenged by change. Consequently, they need to understand the issues that drive the need for change in their own organisations. This means that organisations need to have a proactive approach to strategic change management.

In order to demonstrate your understanding of these issues, select an organisation of your choice that you are familiar with and write a report for the Board of Directors taking into consideration the following issues:

❑A) **Analyse the recent history of the organisation and explain how changes in the external environment have impacted on the company.**

❑B) **Develop a model for change, incorporating issues related to strategic change in that organisation including how the change was managed and the leadership style.**

❑C) **Evaluate the impact of organisational culture on the change management programme**

A) Demonstrate an understanding of Macro analysis and Micro analysis – Industry focus + the internal nature and structure of the industry – i.e the nature of the market; oligopolies monopolies, barriers to entry etc, as the **different types of change** that are likely to affect a business/organisation

B) Whilst discussing these factors, you'll need to discuss a few known **theoretical models of Change**, such as Kotter's 8-Step Change Model, Lewin's three stage Model of change, Andrea Shapiro's 7 Levers of Change etc, all in relation to your chosen organisation as well as providing insight how the change will managed and implemented in an organisation through an **effective leadership style**. This may be autocratic, participatory etc. With these facts and insights, you are expected to develop your own model for the organisation

C) This last section expects you to follow through your analysis of the culture of your chosen organisation and provide critical analysis to how change will affect the organisation. This should exhibit an understanding of the macro, micro and internal factors in relation to the stages, processes and **theories around Change Curves** as to how transition can realistically be implemented in organisations

This work is about Change Management programmes. You must ensure you make use of the appropriate vocabulary and address the question