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A Presentation on Change Management in Apple

MBA Term 1, Group 1

Subject: Human Resource Management

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Introduction to Change Management

- Change management is a process of employing methods to implement change in the internal and external processes of an organization.
- It is an important aspect of management in an organization.
- Change can be introduced in an organization through a plethora of methods such as projects, portfolios and so forth.
- The primary goal of change management is to improve organizational abilities through proactive and reactive strategies, to effectively combat changes in a company

Need for Change Management in Apple

- Apple Inc. has to incorporate some changes in its organization to implement the following objectives:
 - Reluctance of employees to restart working from the office.
 - To decarbonize its supply chain by 2030.
 - To put USB Type C charging ports on iPhones, as to comply with new EU laws.
- The first two factors have global connotations whereas the last one is more of a regional objective, and is focused only on the European Union market
- In this presentation, we will use 3 different change management models to help Apple achieve these pivotal objectives

Apple Inc.

- Apple is a global technology company, headquartered in Cupertino, USA
- Founded in 1976 by the American entrepreneur Steve Jobs, Apple is the largest technological company in the world (Richardson, 2021)
- The company employs more than 1,50,000 people in its organization across 25 countries
- Apple manufactures smartphones, computers, software and other consumer durables

Change Management Process

Change management comprises of 5 major steps (Miller, 2020)

1. Preparing the organization for change
2. Creating a vision and plan for change
 - The change management plan
 - 2.1 Strategic goals
 - 2.2 Key performance indicators (KPIs)
 - 2.3 Project stakeholders
 - 2.4 Scope of the project
3. Implementing the changes
4. Aligning the changes with company policies and culture
5. Reviewing the process and analyzing the results

Change Management Agents

- Agents are individuals who oversee changes in an organization
- Agents can be both internal and external (Pratt & Flahiff, 2018)
- Managers and the executive body are the internal agents
- Consultants from outside the organization are the external agents
- To manage the reluctance of employees to restart working from offices,
 - The internal agents are Apple's in-house human resources department team
 - The external agents are the employee unions

- To implement the Type C ports on iPhones,
 - The internal agents are the Chief Technical Officers (CTOs), and other senior technical officers.
 - The external agents are the government policymakers and other regulatory bodies on EU rules and regulations
- To decarbonize the supply chain,
 - The internal agents are the senior employees of Apple's supply chain management
 - The external agents are the suppliers of Apple
- For successful change management, effective coordination between the external and internal agents is necessary

Change Management Models

- The goals of Apple will impact not just a few processes but the entire functioning of the company.
- Hence we have to look at organizational level change management
- As we have confirmed both the agents and type of change, we can look at different change management models, to effectively implement the changes
- For the purpose of this presentation, we will use 3 different change management models to implement the 3 different goals

Reluctance of Employees to Restart Working from Office

- Since the beginning of the pandemic, Apple employees were working from home
- However, when Apple announced its plan to restart working from offices, after two years of the pandemic, it was received with dismay (McGee, 2022)
- Employee groups like Apple Together have started circulating petitions among the group members, demanding location flexible work from Apple
- To smoothen out this sudden change in working environments, we can use the Kübler-Ross Change Curve

Kübler-Ross Change Curve

- Invented by psychiatrist Elisabeth Kübler-Ross (Whatfix, 2022)
- Based on the emotional reactions of people towards change
- The model is divided into 5 stages

Stage 1: **Shock**

- It is the initial stage when a person hears something awful
- Apple employees were at this stage when they first heard about the announcement

Stage 2: **Anger**

- It is the response of a person to a shock
- The formation of union groups like Apple together and petitions are examples of responses

Stage 3: **Bargaining**

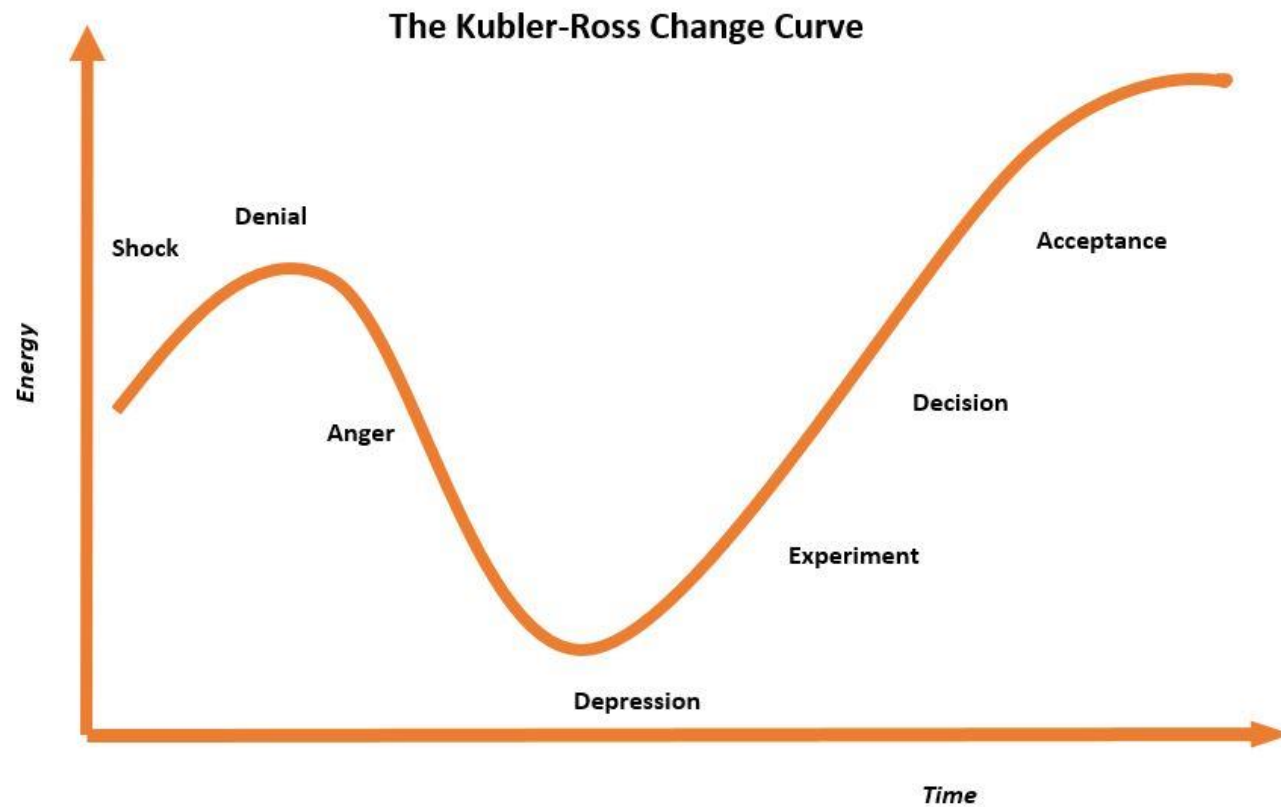
- Here the person tries to negotiate with the negative news
- Apple employees and unions start discussions with the company regarding the change and inform their demands on the same

Stage 4: **Depression**

- In this stage, the employee faces a new reality and is left with negative thoughts
- Apple employees might start thinking about quitting or other similar things during this stage

Stage 5: **Acceptance**

- In this last and final stage, they start to accept the new reality
- The employees will soon return to the office, reluctantly, as they have accepted the new reality



Source: <https://whatfix.com/blog/10-change-management-models/>

Advantages of the Kubler-Ross Change Curve

- The model highlights the emotional stages involved in any process of change.
- The model is also very easy to implement and hence can be applied to any situation.

Disadvantages of the Kubler-Ross Change Curve

- The model lacks empirical evidence
- The stages in the model are not sequential. For instance, A person might get stuck at one stage and wouldn't proceed to the next

Apple's Vision to Decarbonize its Supply Chain by 2030

- Industrial operations have accelerated climate change across the world
- To combat climate change, Apple plans to decarbonise its supply chain by 2030 (Apple, 2022)
- However, such a large change requires tremendous support from both external and internal agents
- We will use the Lewin's 3-Stage Change Management Model to implement the vision

Lewin's 3 – Stage Model of Change



- We will use the 3 stage model developed by Kurt Lewin to reach Apple's vision to decarbonize its supply chain
- The adjacent image shows the structure of the model

Source: <https://blog.visual-paradigm.com/what-is-lewins-three-stage-change-process-model/>

- Now that we are familiar with the model, we will now see how Apple can implement the change in 3 phases (Raza, 2019)

Unfreeze

- In the unfreeze phase, we will take a look at the current process and see how we can improve it
- Apple is already carbon neutral on its corporate operations and is working towards becoming carbon neutral across all of its operations
- Hence it is easy for the organization to implement the new goal, of decarbonizing its supply chain

Change

- In the change phase, we will employ the change across Apple and its supply chain
- The feedback from both the employees and suppliers is noted and required changes, if any, are made to the process

Refreeze

- Once the required changes are made, we will have to lock it as the new default process
- In other words, after successful decarbonization of the supply chain, we have to make sure the default processes stay carbon neutral forever

Swot Analysis of Lewin's 3 – Stage Model

Strengths • The simplistic nature of the model means that decarbonization could be achieved in a few steps • As the model is flexible, it can also be applied to other similar scenarios	Weaknesses • The model does not provide proper decarbonization direction to the leadership • Also does not consider the prerequisites to unfreeze or change times (for instance, strong communication structure and data access)
Opportunities • The method provides a thorough understanding of the internal and external aspects, in a global level • The change is achieved through internal and external assessment of the decarbonization process • The technique provides better engagement as it requires extensive employee interaction and feedback	Threats • Employee discontentment to change • Poor work culture which could hamper effective communication • As the business environment is very volatile, we could only get a very small refreeze period

EU regulations to Implement Type C Charging Ports on iPhone

- The EU parliament has passed a new regulation forcing mobile phone manufacturers to include type C ports on new devices (European Parliament, 2022)
- The law would be effective from 2024 hence Apple, being one largest smartphone manufacturers in the EU, has to incorporate the port into its new devices
- We will use the ADKAR change management model to address and implement the change

The ADKAR Change Management Model

- Developed by Jeffrey Hiatt, The ADKAR Model is one of the most famous change management models.
- Each letter in the company stands for goals that a company should follow, for successful change management (Prosci, 2022)

Awareness

- This factor talks about the need to change
- For Apple, the awareness factor is the new EU regulation that directs every smartphone manufacturer to have a Type C charging port

Desire

- This factor is about the support for the change
- Apple should have both the technological and employee capabilities to support the new EU laws

Knowledge

- Organizations should have enough knowledge of the new change
- For Apple, it is important to have the expertise in both, the Type C port and EU laws

Ability

- The companies should have the capability to accommodate the incoming change
- Apple, being a multinational conglomerate, is more than capable to implement the new change

Reinforcement

- Organizations should not only be able to make the change but also need to have the knowledge on how to maintain the change
- In other words, Apple should be able to stick with the new change for the foreseeable future

Pestle Analysis of The ADKAR Model for Apple

Element	Factor	Business Impact
Political	Governmental requirements to reduce e-waste	New investment required to gain additional production capabilities for type c ports
Economic	Unable to sell lightning charging ports	Loss of regular revenue stream
Sociological	Social call for uniform charging options	Loss of revenue from selling lightning ports

Element	Factor	Business Impact
Technological	Technical specifications of Type C ports	Additional recruitment of employees with sound knowledge on type C technology
Legal	Laws that prohibit the sale of existing lightning charging ports	Loss of revenue and additional investment requirements
Environmental	Calls by NGOs and governments to implement Type C ports as a way to reduce e-waste	Loss of revenue

General Risks in Change Management

- Risks are factors that may keep a project from achieving the desired results (Farha et al., 2021)
- Risk assessment is required to effectively mitigate these risks
- There are several risk management principles
 - 3.1 Identifying the risks at the early stage
 - 3.2 Accounting the goals and objectives of the organization
 - 3.3 Managing risks within the context of each product
 - 3.4 Involving the stakeholders
 - 3.5 Defining the responsibilities and the roles of every individual
 - 3.6 Risk review

Implementation Strategies

There are many ways to effectively manage change (Indeed, 2022)

- Effective Planning
- Transparency
- Honesty
- Communication
- Training
- Monitor and measure

Change Transition Plan

- Outlines all the changing processes
- It can be an employee moving to another position, a transition in project, etc.
- Transition plan contains the following steps
 - 3.1 Title of transition plan
 - 3.2 Transition detail
 - 3.3 Roles and expectations
 - 3.4 Prior knowledge of the plan
 - 3.5 Transition checklist
 - 3.6 Transition plan agreement

HRM Policies to Accommodate Change

- The 3 changes will have significant impacts on the HR team at Apple
- It is very important to identify and tackle the issues caused by them
- Since the issue of Type C is specific only to the EU market, it will have more impact on domestic HR policies in comparison to IHRM policies
- On the other hand, the visions for resuming office work and decarbonization has more impact on the international HRM policies of Apple
- Hence, it is required to look at each of these issues individually, to effectively address them

HRM Policies to Resume Working from Office

- Provide logistical support to the employees
- Arrange fun activities at the office to make the transition smooth
- Schedule the reintegration to the office slowly. For instance, ask the employees to come to the office 3 days a week at first, rather than asking them to come for 5 days.
- Find out which departments have to be at the office at first and help them with necessary training
- Ensure whether all departments have enough employees. If not, invite new candidates to fill the gap.

IHRM Policies to Resume Working from Office

- Provide transportation allowance to employees who live in other countries
- Check if they can work from a domestic office
- Ensure all the documentations of incoming international employees are proper and up to date
- Ensure the international employees are provided with a safe and secure work environment

HRM Policies for Implementing Type C Ports

- Provide training workshops to the current employees on the change
- Recruit talented people to fill any gaps in the department
- Recruit teams of lawyers or litigators to study the new laws
- Oversee the smooth transition from lighting ports to Type C
- Recruit policy experts to lobby in favour of Apple with the EU countries

IHRM Policies for Implementing Type C Ports

- Create an EU-specific team to oversee the change
- Recruit talented tech employees, who have the knowledge of the EU market
- Coordinate between the HR departments of each EU country to make sure they are aligned with the company's vision

HRM Policies For Decarbonization

- Advise the sales and marketing departments to identify suppliers who are either carbon neutral or have lesser carbon footprints
- Direct existing suppliers to be more carbon neutral
- Take feedbacks and directions from the Apple corporate team which is already carbon neutral
- Direct some HR managers to work with the corporate team to gather more knowledge on decarbonization
- Setup conferences on decarbonization and invite all the stakeholders in the supply team.

IHRM Policies For Decarbonization

- Work with the Apple Global HR team to implement decarbonization policies in every country
- Recruit policymakers in every country to lobby on behalf of Apple with NGOs and governments
- Create a recruitment and training framework for new and existing employees on decarbonization principles
- Transfer a few senior managers of the supply chain to the Apple corporate team so they could gain more knowledge on decarbonization
- Create training sessions for our suppliers and the in-home supply chain team on the need for carbon neutrality

Why Change Fails?

Several factors can result in the failure of change management strategies (Burnes & Jackson, 2011)

- Lack of motivation
- Unachievable goals
- Lack of communication
- Lack of top management support

Strategies for Successful Change Management

Successful change management comprises the following steps

- 1.1 Identifying the area of improvement (Burnes & Jackson, 2011)
- 1.2 Presenting the process to stakeholders
- 1.3 Planning
- 1.4 Analyzing data and resources
- 1.5 Communication
- 1.6 Risk management
- 1.7 Recognizing achievements
- 1.8 Review and revision

Conclusion

- In this presentation, we have learned about change management and how we can implement it
- We also looked at 3 changes that have to be implemented at Apple
- We used 3 different change management models to implement these changes
- Alongside implementation, we learned about the advantages and limitations of each of these models
- Then we learned about the HRM and IHRM Strategies that have to be implemented to accommodate the different changes
- Finally, we also looked at why change fails and what has to be done for successful change management

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Change Management

Reflections on the presentation

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Reflections by Varun

Introduction

The business market is extremely volatile. Hence, organizations are required to make certain changes to their operations, every now and then. Change management is the systemic procedure to handle these changes. Change can be made in an organization's vision, goals or processes. The main goal of change management is to devise strategies to ensure the changes are handled as effectively and smoothly as possible. It can be introduced in an organization through numerous techniques, like projects and portfolios.

Need for Change

Our organization, Apple, has to incorporate some changes to its operations due to three important reasons.

- 1) Apple employees are reluctant to restart working from offices. Since the beginning of the pandemic, the company has shifted most of its operations to remote working environments. Hence, most of its employees were working from home. Since the pandemic is now slowly becoming irrelevant, the company has decided to resume working from office and called back its employees. However, the decision was unsavoury for most of its employees and Apple is facing backlash from them. The company has to find a way to get them back to office.
- 2) Apple has a vision to decarbonize its global supply chain operations by 2030. The company is committed to fight the issue of climate change. Hence it is planning to make the entirety of its global supply chain to become carbon neutral. The company has already implemented similar policies across several of its other departments. For instance, Apple has drastically reduced the amount of energy they consume from non-renewable sources. It also uses recycled materials to manufacture most of its products. Hence, to implement the idea of decarbonization would not be extremely difficult for the company. However, such a large change across its global operations certainly requires effective change management policies.
- 3) Apple has to incorporate type C charging ports on iPhones in the European market. New EU regulations require every EU smartphone manufacturer to have type C charging ports on mobile devices. The regulation stems from the EU policies to reduce electronic waste. Unlike the other two issues which have global connotations, this issue is specific to the EU market.

Each of these issues requires pivotal changes to be made, across different departments of the company.

Apple Inc.

Apple is a global technology company that manufactures laptops, mobile phones and other similar products. The company was founded by Steve Jobs in 1976 and went on to become one of the, if not the most important technology company in the world (Richardson, 2021) . Apple employs almost 150000 people, across 25 different countries across the world.

Change management consists of several different steps.

- 1) **Preparing the organization for change:** Foremost step in the process is to effectively prepare the organization to accommodate the incoming change. The manager or the respective stakeholders should inform the employees about the need for the change. They should educate the employees on the current status and challenges faced by the company and how the new change could tackle them. It will not only get the employees to get familiar with the change, but it will also remove any hindrances from them, but that might also arrive in the future.
- 2) **Crafting a plan for change:** Once the organization and the employees are familiar with the change and its importance, we then have to devise a plan to implement it. The plan should explain and address the following factors:
 1. **Strategic Goals:** The plan should detail how the new change will help the organization to achieve its goals and objectives.
 2. **Key Performance Indicators (KPIs):** We should also have systems in place to measure the success of the plan. It should include a comparison of the new changed process with the existing one. It will help us to check whether the new change has improved our performance metrics.
 3. **Define the stakeholders:** Once we have the change plan in place, we should assign the stakeholders and the team that will implement the changes.
 4. **Project scope:** We should also define the scope of the project clearly. This will ensure that the changes will be made only within the required sections of the company.

Although a structured and sequential approach is necessary to devise the plan, it should also be flexible enough to adapt to any inconveniences that might arise in the future

- 3) **Implementation of the changes:** Once we have created an effective plan, we should start implementing it. These are the steps where we could face unforeseen hiccups. Hence, it is important that the stakeholders should be able to anticipate and effectively address them.

- 4) **Embedding the changes in the company:** As we have successfully implemented the changes, we now have to make sure the change remains in the company. In other words, we should ensure that the changes stick with the company. Stakeholders have to take care to prevent any reversal of the changes.
- 5) **Review and analyse the results:** In this final step, we have to analyse the changes to check whether they have achieved the desired results. Feedback is also taken into consideration and alterations, if there are any, are made to the change, to improve its performance.

Change Management Agents

Change management also requires a number of agents to attain its objectives. Agents are individuals who oversee the changes in an organization. The number and type of agents depending on the nature of the change. Agents can be both internal and external. For the plan to get employees back to the office, the internal agents are the HR managers whereas the external agents are the employee unions (Miller, 2020). Similarly, to address the issue of decarbonization, the internal agents are the senior managers of Apple's supply chain department while the external agents are the suppliers of the company. On the other hand, to address the implementation of type C ports, the internal agents are the senior technical officers of Apple and the external agents are the European governments and policymakers. Change management is achieved with the help of tried and tested techniques called models. There are several change management models and we will select three of them to address the three different issues.

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Reflections by Violetta

Our evidence-based analysis of how management changes could be actioned comes from Apple. As it is reported by CompaniesMarketCap, Apple are the most valuable tech company in 2022 and operate around the world.

(CompaniesMarketCap.com, 2022)

Since the pandemic and later during the war in Ukraine and the subsequent cost of living crisis have caused business executives, who are in charge of their organization, and employees to see some things differently, for example, flexibility to work from home, the uncertainty of tomorrow and competitive pay. Many big organizations are facing problems meeting these new employees' expectations – and Apple is one of them. (Evans, 2022)

This new work environment and a critical needs analysis clearly illustrate that Apple needs new leadership, based on soft power. New management is expected to create clarity, energy and success for both employees and Apple businesses.

Because of this I, as IHRM director, working with other senior managers, consider that a critical necessity leads us to change. Nowadays, we need to invest in Apple employees' well-being and support them during the cost-of-living crisis.

The change management models and methodologies

According to public sources, there are in excess of ten methodologies for change management. After careful consideration, we shortlisted and decided to take an in-depth look at three changing management theories.

To kick off, we will discuss **Lewin's change management model**. This theory was created by Kurt Lewin created more than 80 years ago, but it is still very popular nowadays because of its simplicity. The first of the three-step change model is to unfreeze, second – to change and third – to freeze or refreeze.



Source: Kurt Lewin Change Model – SanzuBusinessTraining.com. Available at: <https://sanzubusinesstraining.com/kurt-lewin-change-model/>.

This first stage unfreezes. The preparation stage analyses how things work now giving a clear understanding of the need to change things people are doing, and what needs to change to get the results, communicating to people, that it is not only a process but also a behavioural change. It is important not to ignore the employees at lower levels also.

Next, we move into the Change stage. In this step, we will implement the change and put it into practice, because all employers already know why it must happen and that changes are the right way not only for business but for people too. When it is in action, the key is communication. You have to not only create the right message but listen to the people.

The third and final stage, Freeze, means that changes are completed, and it is time to develop a strategy to re-enforce and make sure the changes are implemented correctly. For example, influencing people's willingness to adopt the proposed innovation. Certainly, we will spend a lot of time on behavioural change and it is the biggest challenge.

Without a doubt, our business environment world is changing fast and nowadays we can focus only on the Lewin model basics, which focuses on human behaviour and psychology.

Many years later a professor of Leadership at the Harvard Business School **John Kotter announced an eight-stage change management model** including how to change leaders and how to motivate people to face the future and take action. There are three key points to success:



Source: <https://expertprogrammanagement.com/2021/02/kotters-8-step-change-model/>

To create a positive environment for change. Firstly, we should take the initial three steps. Create urgency. People need to understand it's necessary and needs action now. Secondly, to try and push changes through "change ambassadors". To involve influential, respected and visible people in the organization. Finally, prepare a vision of where we want to go and how to get there and a strategy. It should be easily understood by the employees who will be affected in the future because of a new vision.

Steps four to six: to engage people and communicate a vision – to win the people's hearts, by framing the message in the right way. Empower employees

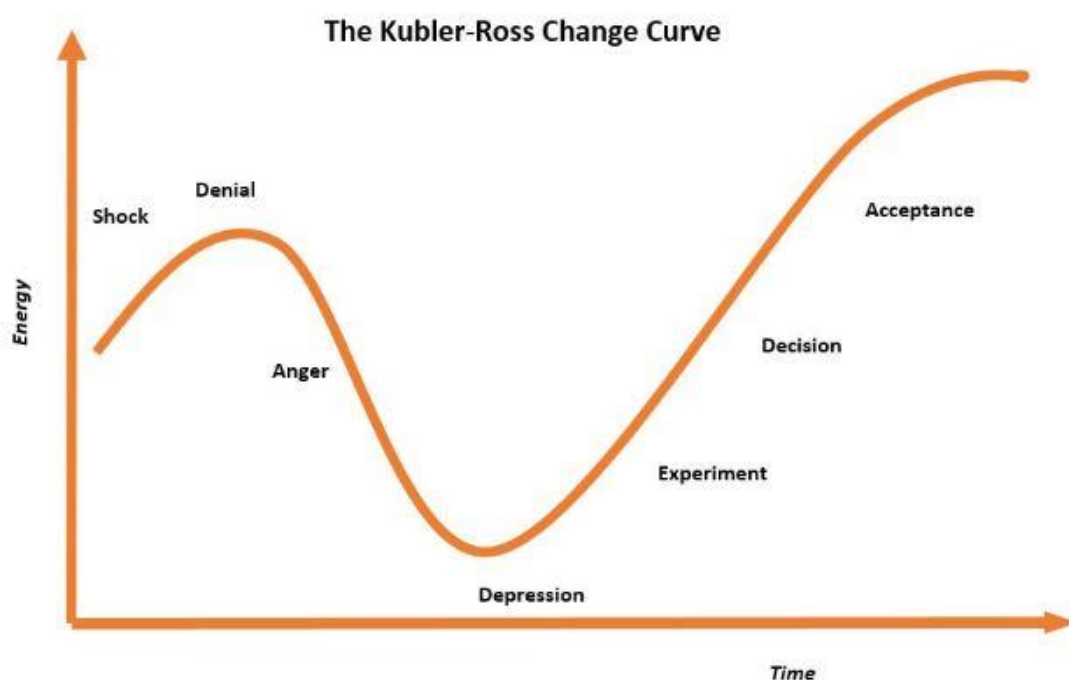
to do things differently and remove barriers. Finally, we should energize the team by generating short-term wins. For example, to communicate a success story regularly or award people who help to reach Apple targets. In addition, to get as many adopters as possible in the shortest amount of time.

Realize the strategy. Long-term changes take time. Because of this, we need to repeat steps four to six above so that people stay focused on the new vision and set new goals. The final, two steps, are to ensure the changes are fully implemented and sustainable. The changes must be included in the organization – in the daily work of every employee.

Kotter's eight-stage change management model is focused on people and uses very clear steps on how to make changes. However, following all of these steps the organization Apple can face issues if all changes are not implemented effectively, which needs to be done or without resistance from Apple employees, for example from those who think they might lose something - power, influence, opportunities, and control.

The Kübler-Ross Curve

When it comes to change most people go through shock, anger, bargaining, depression and acceptance. It is known as the five stages **of the Kübler-Ross curve model**. This process will help us to understand Apple people in their experience of change.



Source: <https://changemanagementinsight.com/kubler-ross-change-curve-model/>

To avoid the disadvantages mentioned in Lewin's, Kotter's and Kübler-Ross models we need to demonstrate the ability to innovate and adapt theories focuses on Apple's goals, choose different tactics to meet their goals, lead Apple by putting people first, educate them to develop knowledge and professionally communicate.

Failure is a luxury that Apple can't afford

Focusing on changing management, the bad news: "the frightening truth is that **up to 70% of change initiatives fail**" says a Professor of Entrepreneurship at INSEAD Vibha Gaba. (Gaba, V. (2022) Learn to lead change effectively.) First of all, a company can not see the need for change in time, secondly, many companies just give up in the middle of their change management initiatives or they're not patient enough to wait for the effects.

By and large, businesses, can't afford to stop moving. Especially worldwide Apple, because the company declare: "we work every day to put people first".

Success is to see the need for change and to bring to life a realistic scenario, then implement it and reinforce change management initiatives. However, people need time to see the effects. After the big changes programme in Apple, follow up with people and analyse again what can be better next time, we will talk not only about the results but the experience, and what makes Apple people very happy to make changes.

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Apple's Vision to decarbonize its Supply Chain by 2030

Apple helped to decarbonize the Supply chain till the year 2030 when 3000 GWh of renewable Energy was annually added. Apple also called their supply chain to the partners to help them to take assertive steps to decarbonize and maintain the greenhouse level of gas emission. The company here plans for evaluating all of the initiatives from the major manufacturing partners for decarbonizing Apple operations so that it can run on 100% inexhaustible electricity and track all of the yearly progress.

The phone manufacturer has so many initiatives from investments and there are some European renewable energy projects where the business partnerships helped to support the shift for clean energy, there are some of the implementations in the project advance global carbon removal in the whole community in the driven solutions.

Apple manufacturer company claims there are more than 200 representatives and suppliers which there are more than 70% of Apple's direct manufacturing spend, there is already some commission that helps to use clean power and wind for solar production in Apple company. Tim Cook the CEO of Apple fighting climate change where most of the remains are unchanged and there are some priorities and some moments which are like putting some action for those words. Apple also claims to be the source of renewable energy where the power for all of their corporates and offices retails and stores and data centers in 44 countries are using renewable energy in the year 2018.

Lewin's 3 – Stage Model of Change

The leader who help the management to change was “Kurt Lewin” who was an American and German psychologist in the era of the 20th century. Between the 1st dynamic research group and some dynamic development in the organization, Lewin has developed 3 stages of the model changes to evaluate 2 areas.

Unfreeze

Unfreezing the current process and the perceptions when the preparation after preparing for the upcoming changes. This also helps the overall team to approach the whole task or a clean slate challenge where are no biases or bad habits.

Change

After the organization or the team is completely unfroze then it is time for implementation and changes. The Lewin process begins with implementing the

changes where the organization can change some notorious and complex where the execution is well planned and it can change the process which never predicts the results. Furthermore, it must be necessary for executing a planned process that never guarantees any predictable results.

Refreeze

In this process, the final step is to maintain the changes that have been enacted. The main goal is for those people who are considerably involved in this new state where the new state of affairs so they cannot resist the forces where it has been trying to implement all of the changes.

Lewin also proposed the behavior of any particular in response to a proposed change is a function where the behavior group also affects the structure where the individual's behavior and there are some capacities for changing.

Furthermore, the whole group of the environment or the field can be considered in the process of changing.

The main three stages of the changing model can help to describe the state of affairs present in this situation where the changes and the process of proposed changes should evolve into the future proper state. This must be added to the evaluation where the complexity and totality of the field are needed. This is referred to as the field theory, which is used widely for developing the changes in the model's addition to Lewin's 3-stage model.

SWOT Analysis of Lewin's 3 – Stage [Model](#)

Strength	There are some changes in the frameworks that can take so much training to grasp. Moreover, some people can get lost in the acronyms sea easily. Lewin's changes in the theory are so much more straightforward where the main stages follow and there are some steps in each one. The main force of the field Analysis in Lewin's change of model refers to a very easy concept where people can catch and begin easily with using this concept.
Weaknesses	The overall changes in the model are not detailed enough and some people think these steps in every phase

	possibly to be interpreted in individual ways. The stage of Freeze of Kurt Lewin's model has sometimes been taken under scrutiny by the rigid as it freezes the behaviors which only come under the unfrozen in the future because of the fast technological advancement. Kurt Lewin's model will change and it can be seen as combative against nurturing.
Opportunities	Lewin's change of management theory can help account for uncertainty and some resistance to change that will use in many other operational management sectors, automobile sectors, and many more.
Threats	Lewin's model of changes is not detailed enough and it is not secure as it was not tested enough so it might be risky to implement completely.

EU regulations to Implement Type C Charging Ports on iPhones

The EU regulated that by the end of the year 2024 all tablets, cameras, and iPhones should have type C chargers. The iPhone sold in the EU after the year 2024 must have a type-C charger. Apple also confirms that they will bring iPhone with the USB type C charger which help Apple to comply with the regulation of the EU. According to the executive of the iPhone company "Greg Joswiak," the iPhone maker will help the EU with the rules that mean the iPhone models to bring the USB type C charger. Apple now uses the lightning charger in every phone whereas the wall street Journal's told about the Type C vs the Lightning charger cable. These chargers are the most popular charger. Lightning chargers are used in 1/5th of devices in the EU. The type C charger introduced by the tech giant's Cupertino-based tech giant company is a 12-inch model of MacBook in the year 2015 and also the 2018 model of iPad Pro. Many people are fighting over the lightning ports and type-C ports for the latter which is said for becoming loose with the usage.

ADKAR Change Management Model

Change management is the systematic approach to dealing with transformation within a company's technologies, processes, and goals. Change management resolves to implement strategies for controlling change, affecting people, and making people capable of accepting the change. There are several models used for understanding the change management process among those ADKAR models that have their prominence.

The ADKAR model was developed by Jeffrey Hiatt and each letter in the word indicated goals that should be followed by the company for effectively managing change. A indicates Awareness and this element develops the awareness regarding the urge for implementing a change. In the case of Apple, the Awareness element is the new EU regulation which states that companies have a C type of charging port in every smartphone they release. In this stage receiving questions and doubts from the employees and solving them can help. For attaining successful change management it is imperative for fostering a desire and hence D indicates Desire. For Apple, the EU regulation and the availability of resources such as employees and technology is referred to as the Desire factor. K portrays Knowledge, for successful change management companies need to have sufficient knowledge about the change and in the case of Apple, the company has impressive knowledge about the new regulation and C-type port.

Apple is a company that spends a major portion of its investment on research, training employees, and offering learning opportunities for employees. A conveys Ability which refers to the efficiency of the company to accept and deal with the change. In this stage having a precise goal that is achievable is imperative and adjusting the process involved when required is vital. Intended for Apple, the company is capable of all the changes that can happen due to the richness of available resources. R indicates Reinforcement which refers to monitoring the change after the implementation for ensuring the effectiveness of change. Collecting feedback, encouraging the workers to follow the change, and offering rewards and recognition to employees can be helpful to fulfill the reinforcement process. The first three elements in the ADKAR model are the enablement zone and the final two elements are the engagement zone.

Pestle Analysis of The ADKAR Change Management Model

PESTLE analysis explains the macro picture of an industry and the framework assessed political, economic, social, technological, environmental and legal

factors. The political factors analyses the factors such as government, trade regulation and leadership policies. While analysing the political element, it is evident that government plays a major role in reducing e-waste. In order to initiate the plan, an investment for additional production of type C chargers is required. In addition, being unable to sell lightning charging ports is the determined economic factor, and this negatively impacts the business by creating a loss of regular revenue system. Moreover, sociological focus on the social environment and also considers the emerging trends in a social setting. In the case of the sociological factor, uniform charging options are termed as a factor, and this tends to create a loss of revenue from selling lightning ports.

General Risks in Change Management

Further technological factor considers technical specification of type C ports that develops additional recruitment of employees to advance the type C technology. Additionally, the legal factors involve laws that prohibit the sale of existing lightning charging ports. This legal element impacts the business by creating a loss of revenue and additional investment requirements.

Furthermore, the environmental factor in a PESTLE framework discusses the factors that are influenced by the environment and the need to conduct business. The main factor includes calls by NGOs and the government to implement type C chargers to reduce waste generation. Further, the environment factor in the change management model of Apple impacts the business by creating a loss of revenue. This essential tool evidenced the benefits and challenges associated with the change management model of Apple.

Implementation Strategies

While implementing and managing change there are several aspects to be followed. This includes effective planning regarding the change process. Planning includes the organising process involved in the change and the goal. While implementing change effectively communicating the change process within the company without any ambiguity is imperative. In addition to this building, honest interaction and communication regarding change can help in achieving successful change management. Change management is a process that can be met only if the company has enough resources and thus the employees need to be trained properly. After the implementation of the change, the process should be monitored. Later measuring the success of the change is also crucial for change management process.

Change Transition Plan

Business can be improved by seizing the opportunities with optimised procedures that ultimately boost business performance. The change transition plan in a business involves systematic planning and implementation of change that takes place in an organisation. Change management makes the transition process easier and also makes the employees working in the organisation supported. Moreover, the change transition could be done either by employee transfer or a transition in projects. Businesses can be benefitted from the radical transformation of the project with careful planning, effective communication, training and regular feedback. The structure of the transitional plan follows various steps, and the primary step is to title the transition plan, which describes the purpose of the whole changing process.

The next step mentions the transition detail that includes all the necessary data for the process. Moreover, the third step incorporates the roles and expectations for the transition, which represents the emerging trends of the study. In order to implement the transition plan, it is important to develop prior knowledge of the plan. Additionally, this step verifies the tools and, techniques, methodologies adopted for the transition process. Further next step add the role of a transition checklist that encompasses the guideline for key transition activities. This step facilitates the transition process and that guide a successful organisational shift. The last step illustrates the transition plan agreement that ensures all the necessary details, roles and deadlines of the project. Furthermore all the above steps outlined the change-over activities that need to be followed for an effective transition.

HRM Policies to Accommodate Change

As we discussed, the implications of the currently implemented changes will significantly impact the HR team at APPLE as it becomes their duty to carry it out effectively so as to minimize the negative outcomes. This mainly involves the act of tracing out and resolving all of the possible conflicts that may arise due to these changes.

As an example let's consider APPLE's shift to the standard Type-C ports, following the recent EU guideline, this change implies that APPLE and its HRM policies are to be modified accordingly. This transition will majorly affect the domestic HRM, as this law is only applicable in the EU market.

This means that the IHRM policies may not have to factor in this change at all if that is the direction the company chooses to handle this change. Similarly, the IHRM policies will be affected more than the domestic HRM when it comes to matters regarding the transitioning back to the office mode, after a work from home period, and whilst the organization takes up a decarbonisation initiative. During all these instances the HRM and IHRM policies must be adapted accordingly to address individually.

HRM Policies to Resume Working from Office

Going deeper into the IHRM's duties, the organization's need to formulate proper and befitting solutions to transition back to the office working model after a long period of the 'work from home' mode, with which most employees have become suited to becomes more and more ominous. This is due to the fact that, a lack of a proper strategy, and policies to back it up, it would become impossible to provide the employees with the necessary logistical support required for the transition. These policies should be implemented slowly as not to rush the transition, which would inevitably result in its failure. They must also prioritize the sections that are actually vital to the organization's functioning and must incorporate their presence initially. This ensures time management. This is also the stage to evaluate each department and provide the necessary HR support, such as retraining, hiring for open positions, re-evaluating packages, etc. all of these are vital for the organizations to attain the scale of productivity, prior to Covid-19 pandemic.

IHRM Policies to Resume Working from Office

The IHRM's duties include sanctioning and allocating the required allowances for the concerned employees that belong to a different country. Overseeing the Domestic HRM's policies created to accommodate the transition of employees back to an office environment. Including if they can work under a domestic office. Making sure that the international employees under the organization are ensured a safe and secure work environment. Find out the changes in the preferences of the employees when it comes to being reintroduced to the office environment. Factoring into consideration their needs and requirements all the while ensuring the company's policies doesn't come into conflict with any current legal guidelines pertaining to the current post-pandemic restrictions.

They must formulate these policies which are applicable to the organization wide internationally, only after carefully considering all the regions they currently operate. In Apple's case, nearly 25 countries. Thus it is vital to be aware and considerate of all existing laws with regards to bringing employees back to the office, who are working within these countries, and those who must be recruited from foreign countries. Their emigration and logistics must be handled without legal conflicts. They must also make sure to verify and update these employees' documentation.

HRM Policies for Implementing Type C Ports

Unlike previous changes, which affect only the companies' working environment and policies, the EU's recently passed law requires Apple to comply with the new unified port standardization that will affect the entire organization. From production all the way up to marketing and customer relations, this introduces the need to create new HRM policies that aim to help the employees with this new change.

The transition from Apple's proprietary lighting port to the standard Type-C port would require immense amounts of Research and Development, in order to implement the change. Thus it becomes the domestic HRM's duties to facilitate this transition by providing the R&D teams with proper guidance and support, and current employees with the necessary training suited to the change.

And to hire and resort to legal experts and litigators in order to further study and be aware of the legal aspects, restrictions and safety standards to base the development on. They must also factor in the possibility of incorporating policy experts to discuss the possibilities of compliance to the laws only in countries that belong to the EU, which would help resolve the wastage of huge amounts of inventory and R&D.

IHRM Policies to Resume Working from Office

The IHRM team is responsible for creating a team specific to the EU to oversee the change effectively and efficiently to the compliant standard of port in Apple products by 2024.

For this a clear and precise knowledge about the EU market is necessary, thus the IHRM may recruit new tech employees who have the necessary experience and skill sets to execute such a transition without affecting the production and without sacrificing the quality of existing products, which has always set Apple apart from the competition. Always mocked for being the last to implement a long overdue feature, often years later, but still; managed to stay ahead of the competition in terms of quality and reliability.

For this there must be good coordination among the different HR departments in these EU markets, thus enabling the company to ensure that all the formulated plans align with the companies visions.

HRM Policies for Decarbonization

For a company there should be a change in management because change management is a process to prevent new ideas to a company to implement new techniques to cover people and to improve the growth of the company. My company is Apple the world leading technology company in the world and set a benchmark for years and it is in the first position in people mind. Our company motto is to control carbon emission within 2030. Many companies have been trying to control carbon emission not to affect the world oxygen level, but they are finding many difficulties in their process and cannot be able to find a solution for this. During the past 10 years of period, we all are facing carbon dioxide affecting the nature of the world, all companies should take actions to control in carbonization. There are some HRM policies for decarbonization in my company to control the effect of carbon di oxide. First and foremost, we should advise the staffs of sales and marketing team to check the suppliers who are carbon neutral and who are all have less carbon footprints. And we should directly tell the employers to be more conscious on carbon neutral. And moreover, we should get feedback and directions from Apple team to know the results of carbon control process and methods, which are implemented now and what are the failure steps which had been taken place in the company during the control of carbon. We should recruit more employees as a HR manager to work with the cooperate team to gather more information and techniques which should take place to control carbon emission or to reduce it within 2030. We should ask much people knowledge about controlling the carbon emission methods or we should setup a conference on decarbonization to gain more information from the stakeholders in the supply team. These are major policies that should be implanted for the process of decarbonization to control the carbon emission in 2030.

IHRM Policies for Decarbonization

In this process we are going to see about IHRM policies for Decarbonization. There are some several step to control carbon emission through international human resource management team. There are some policies for controlling carbon emission, first we should work with apple global team to implement decarbonization method in every place in the world and we should know the effect of carbon emission with the current condition of the place. And we should recruit employees in all the country to our branch on behalf of apple

with NGOs and governments, we should give trainings for new and existing employees on decarbonization and give some ideas to implement on this process. And we should transfer few senior managers for supply chain to the apple corporate team so that they could get more knowledge on decarbonization, and they will know the seriousness about the carbon emission affecting the world. Some new ideas should be given as training session to our suppliers and in home supply team on the need for carbon neutrality, this process of policies used in our company will give improvement to our employee and they know the impact of carbon emission in the world.

Why Change Fails?

In 2011 Burnes and Jackson said that several factors can result in the failure of change management strategies. There will be lack of motivations among the employers and the team. Most of the people will not get communication properly during change management process so that the company will be affected during the changes in the company and after implementation of the process the company could not be able to achieve their goals. After a proper decision from the HR team there should be a good knowledge of process that should always be improved by the company but because of our employee our new steps will end up in failure only. We should improve the areas in which we are getting failure.

Strategies for Successful Change Management

There are some several steps in successful change management process to improve the company development and the necessary changes in the failure part of the company. Mostly identifying the process of stakeholders and implementing through employees. Planning is the most necessary part in every company process. Most of the company will fail during implementation of the process because that time they won't get proper planning knowledge from the main stakeholders or from the HR team, for every step-by-step process planning should be done correctly. After planning then analyzing data and resources, we should get more data and information on which we are changing the management, we should generally know about the advantages of the company when changing the growth of the company, collecting data is the necessary process for a company. Then moreover there should be more communication and understanding level is needed during change management process. Most frequently many people will be lack in communication only. Then Risk Management is one of the major roles in a company and recognizing achievements which should be followed by a company to get a successful change Management process. And the last is Review and Revision is must

when changing the new ideas. If these steps are followed correctly means, then the company will get a successful Change Management process.

Conclusion

In this presentation we all have explained about the change Management process and the ways to implement the process to get a successful change in the company. And we also looked at 3 changes that to be implemented by Apple. We have used 3 different ways that Apple should change in the future, so that there will be a good result in the future upcoming models of Apple. We also talked about the advantages and limitations of each of these models. And, we have learned about HRM and IHRM strategies that must be implemented to accommodate the different changes in a company. The most important is we talked about the major responsibilities of HR to employees in a company. We also seen why change fails and the necessary ways to prevent it from failure. Finally, we also looked at why change fails and what has to be done for successful change management process in a company.