

Change And Stability Management Presentation

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1. Introduction



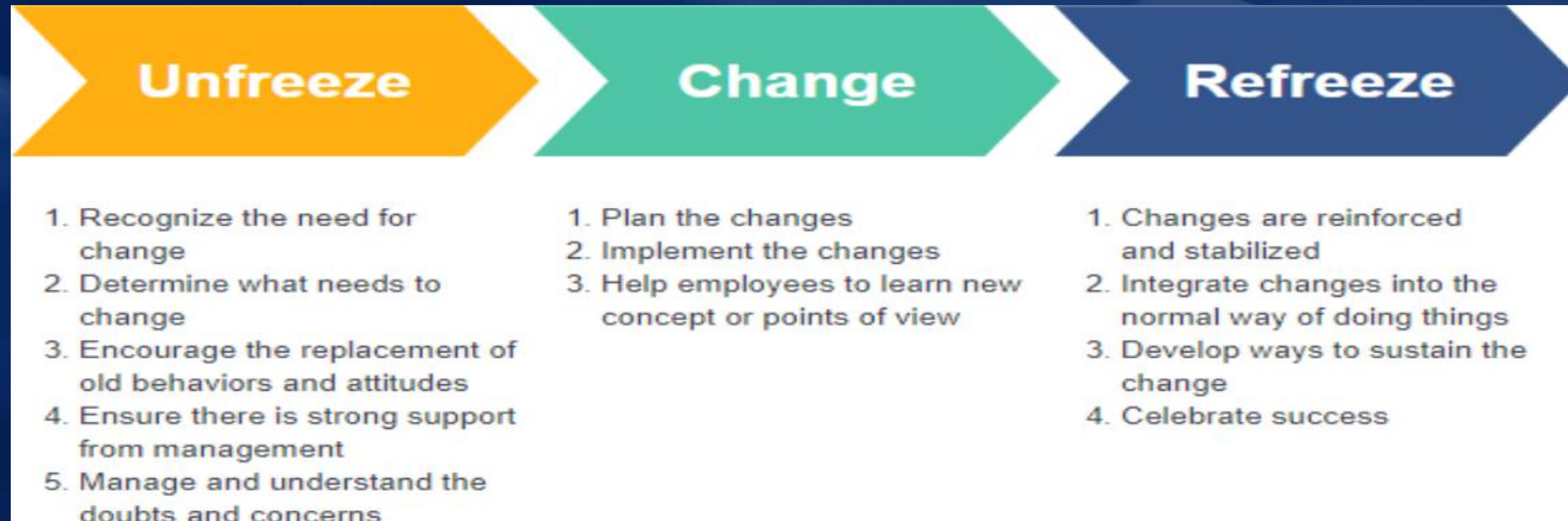
The sample enterprise
is Microsoft

Microsoft Shares Slipped 36% Under Ballmer's Reign
Microsoft's stock price since Steve Ballmer became CEO in January 2000



From 2000 to 2013, the market value of Microsoft, which is mainly based on traditional software services, fell from nearly \$600 billion at its peak to about \$300 billion.

In 2014, the new CEO Satya Nadra promoting the transformation. After 3-5 years of reform, Microsoft returned to the first place in market value in 2018.



It is obvious that the changes launched by Microsoft in 2014 are very successful.

Lewin's model will be used to analyze how Microsoft promotes changes.

2. Main Body

The most famous and best-selling products are Windows operating system and office software.

The emergence of SaaS, cloud, IT consumerism and mobile is expected to promote the future of the internet industry.

SWOT Analysis

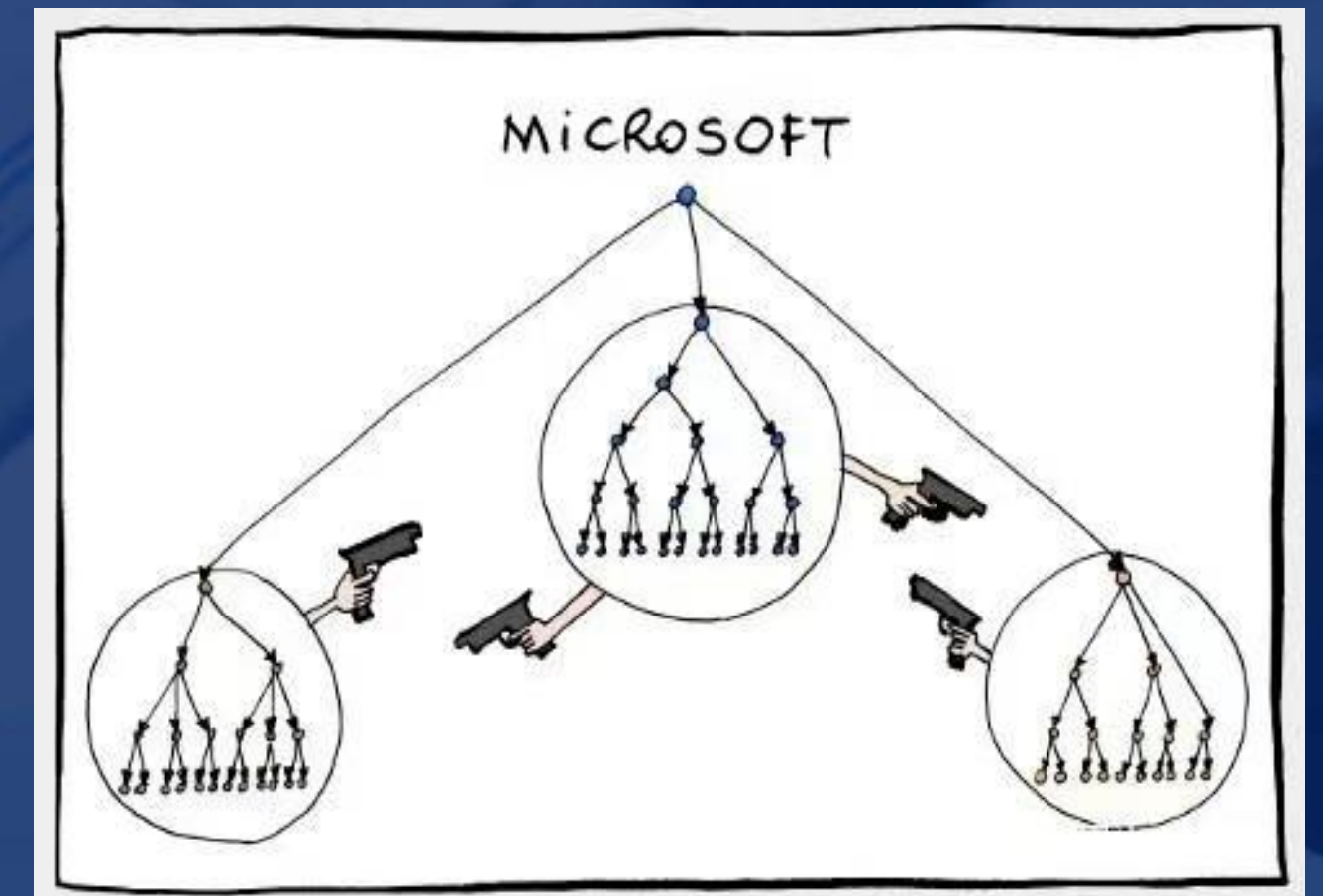
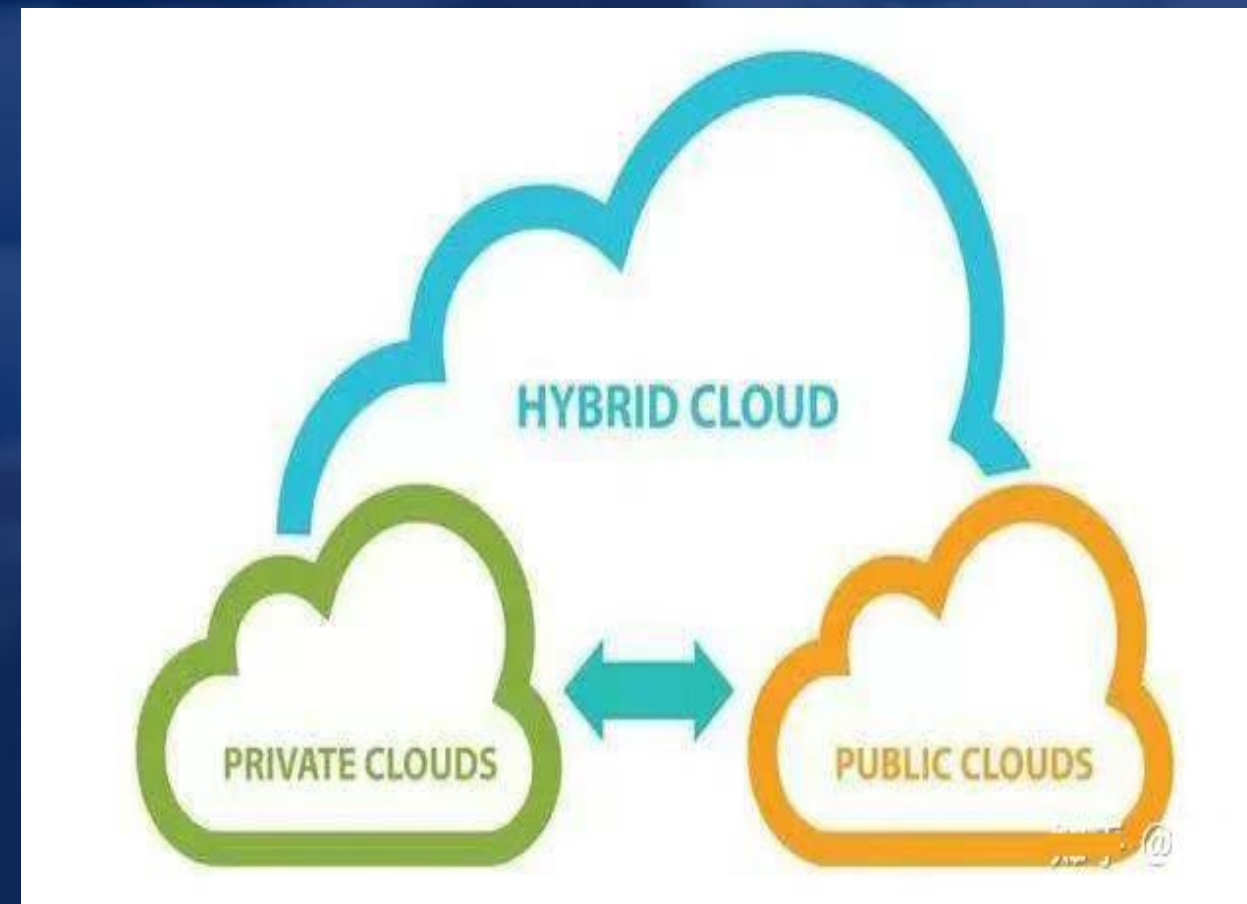
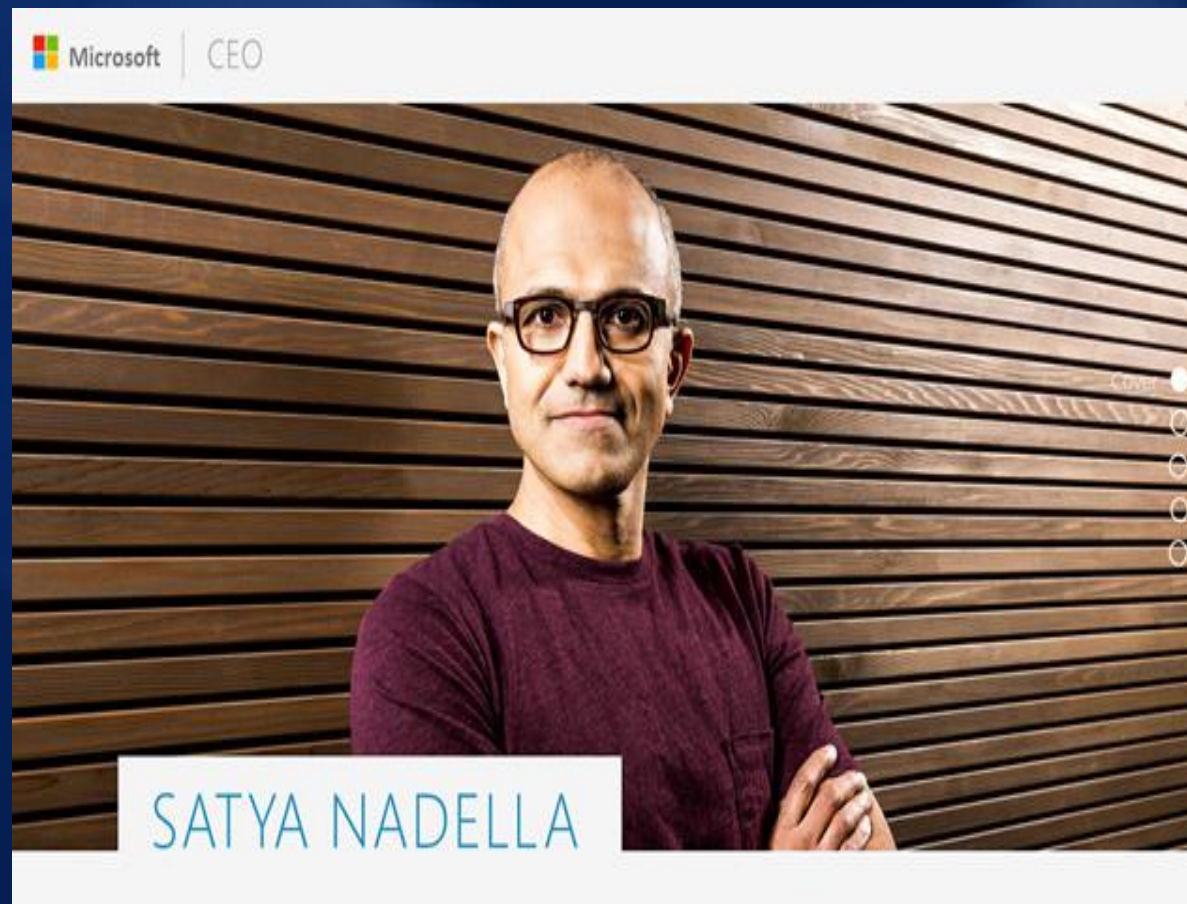


it was weak in mobile phones and tablets.

Amazon Web Services, Apple and other competitors make Microsoft face great threats in this field.

2.1 SWOT analysis of Microsoft's current situation in 2014

2.2 Key drivers of Microsoft's change in 2014

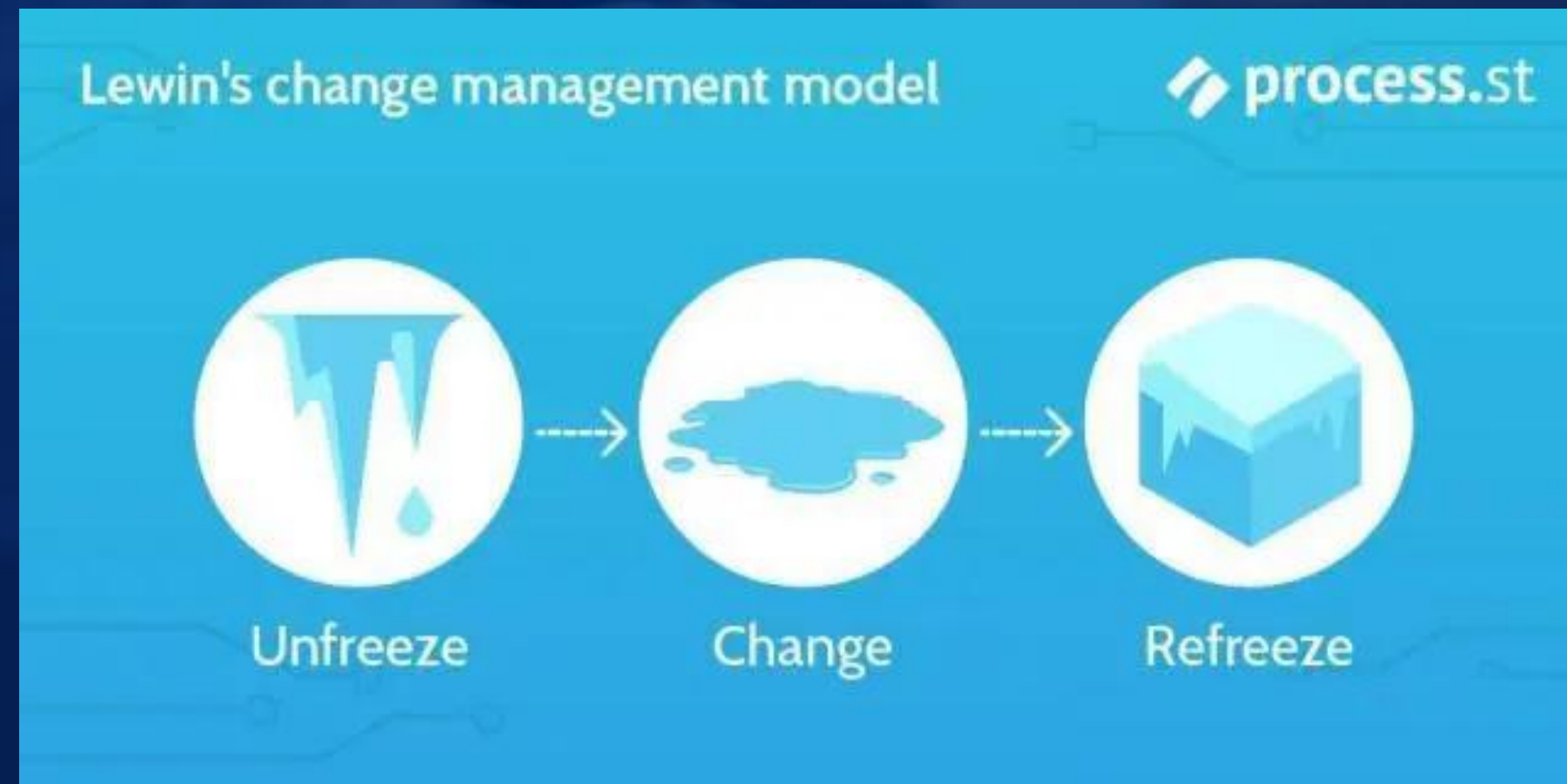


2.2.1 Leader and leadership

2.2.2 Mobile digitalization and cloud computing

2.2.3 Corporate culture

2.3 Analyzing the implementation of change with the Lewin model



Esther Cameron and Mike Green described the Lewin model in the Making Sense Of Change Management book. It regards change as breaking the balance of the organization (unfreeze). Once unfreezing is completed, it can carry out its changes. At last, it needs to be ensured that the change becomes permanent (Refreeze).

2.3.1 Unfreeze

More: Satya Nadella, Microsoft CEO

Satya Nadella's email to Microsoft employees

BY BRAD CHACOS

WHEN MICROSOFT ANNOUNCED that Satya Nadella, a longtime employee, would follow in the footsteps of Steve Ballmer and Bill Gates as CEO—the third one in the company's history—Nadella sent an email to the troops to introduce himself in more detail and to explain his plans for the future direction of Microsoft. Here is a copy of that email.

SEND DISCARD INSERT ...

To: All Employees

Cc:

Subject: RE: Satya Nadella – Microsoft's New CEO

Calibri 12 **B** *I* U

Today is a very humbling day for me. It reminds me of my very first day at Microsoft, 22 years ago. Like you, I had a choice about where to come to work. I came here because I believed Microsoft was the best company in the world. I saw then how clearly we empower people to do magical things with our creations and ultimately make the world a better place. I knew there was no better company to join if I wanted to make a difference. This is the very same inspiration that continues to drive me today.

It is an incredible honor for me to lead and serve this great company of ours. Steve and Bill have taken it from an idea to one of the greatest and most universally admired companies in the world. I've been fortunate to work closely with both Bill and Steve in my

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Unfreezing applies to companies to deal with and resolve their views on the upcoming changes and their natural resistance to changes.

After the new CEO Satya Nadella took office in 2014, he sent an email to all employees and put forward his own ideas instead of taking administrative measures.

At the leadership meeting, the establishment of a more unified "single Microsoft" culture was discussed in depth, and major cultural changes were proposed, that is, to recognize innovation and promote its development.

2.3.2 Change

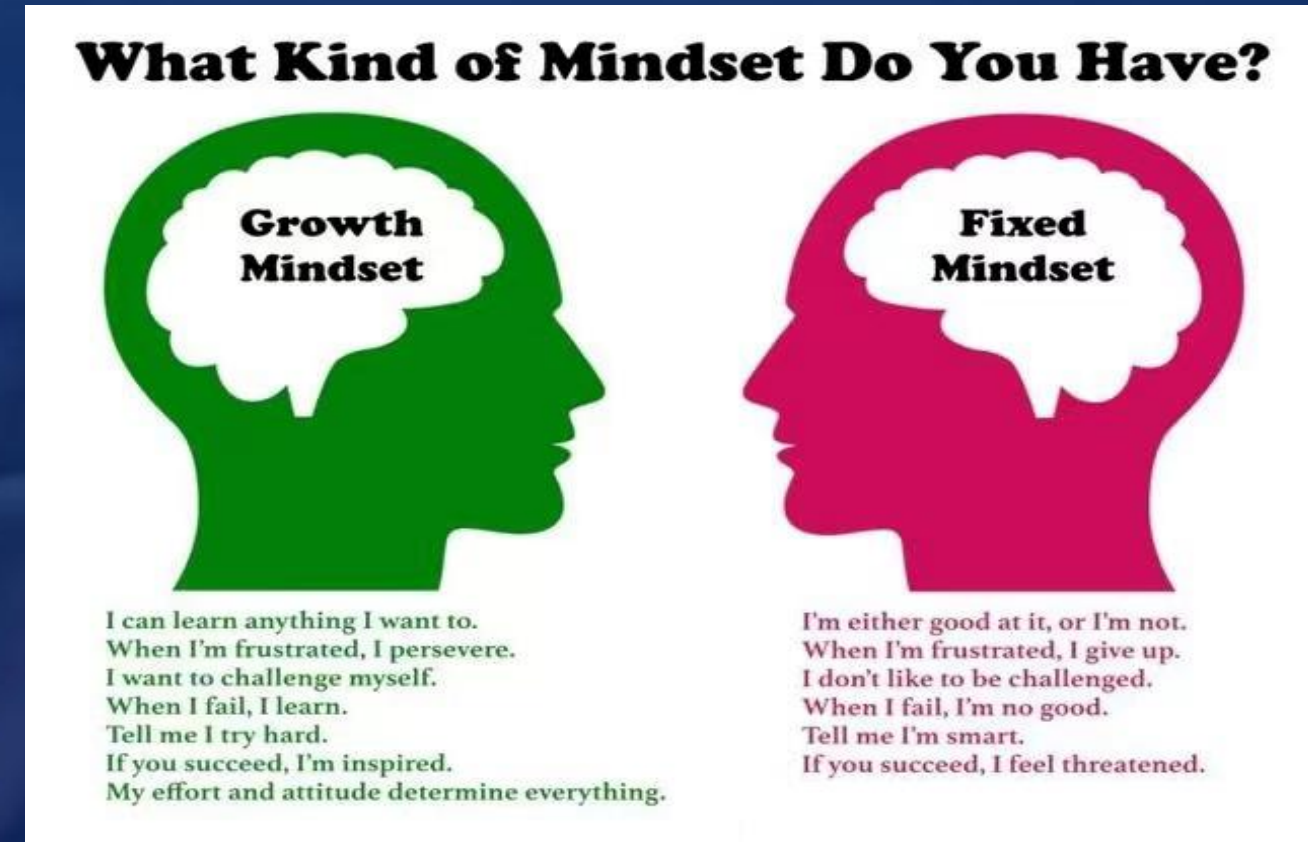
Microsoft

The Productivity and Business Processes segment

The Intelligent Cloud segment

The More Personal Computing segment

First, it has adjusted its organizational structure.

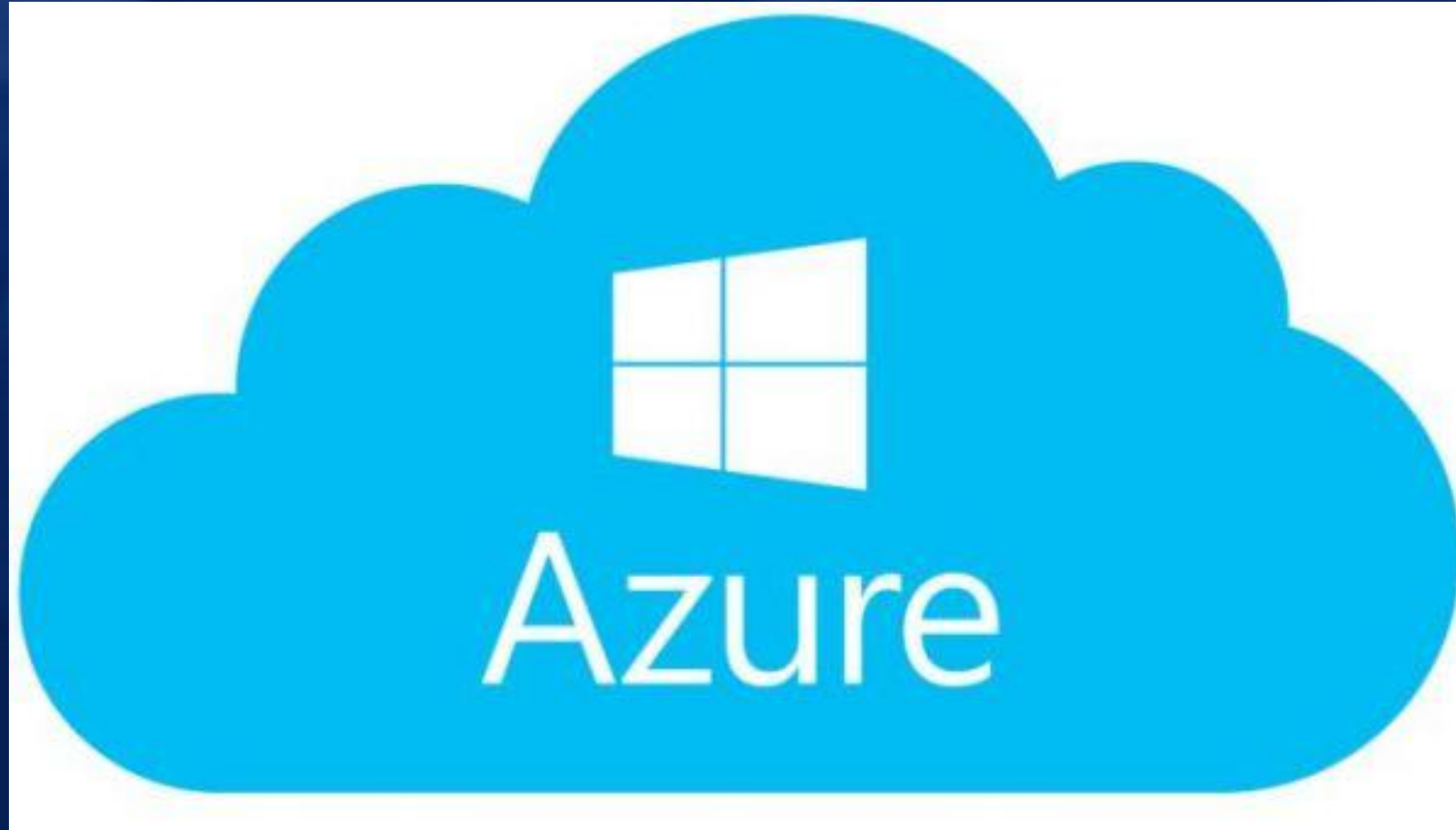


Second, It has adjusted the internal culture.

In 2014, Microsoft began to create a growth-oriented culture.

Microsoft's annual hacker marathon.

2.3.3 Refreeze



Fully promotes its cloud services and cloud computing technology and business.



Provides diversified, safe and convenient personalized computing such as office365 to help enterprises and people improve their work efficiency.

3. Conclusion

It can be concluded that Microsoft did not take mandatory reform measures when faced with huge difficulties and challenges in 2014, under the promotion of CEO Satya Nadella's management team, but unified the reform ideas of enterprise personnel through email chat, in-depth discussion at the management level and so on, which is the process of unfreezing. In the specific changing process, the implementation of changing was promoted through organizational and cultural changes. Finally, this change can be sustained by updating business processes and taking cloud computing as the mainstream business.

In 2018, Microsoft became the world's largest enterprise by market value, and its cloud business grew significantly.

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