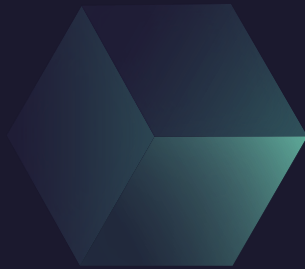


Proposal

University of Wales Trinity Saint David

Module: Change & Stability Management
(BMMB7000D)



Introduction

Change defined as “transformation” or “a progression from a phase of life to another” (Fiorini, 2018).

Organisation: Lego AS (Lego)

- “Founded by Ole Kirk Christiansen in 1932, LEGO is based in Billund, Denmark. It is a subsidiary of KIRKBI and is currently privately held” (World Economic Forum, 2021).
- Designs, develops, manufactures and markets toys and play materials. The company offers a wide range of learning toys, video games and online games for different age groups.
- Lego markets products in 140 countries worldwide. It operates through a network of manufacturing plants in Denmark, Hungary, Czech Republic, Mexico, the US, Germany and the UK.
- Number of employees: 18,800 (MarketLine, 2021).

Change experienced:

Agile transformation (introduction of agile framework).

What

Change happened in the year 2017/18.

When

By implementing the agile framework, the company experienced a successful change in the organisation. Thus, the employees' behaviour and their mindset have changed (Sommer, 2019).

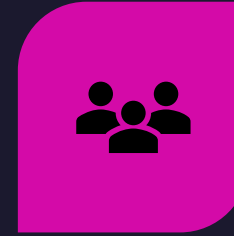
Successful or not



Key Factors and Drivers of Change



To enhance their digital departments from market engagement to digitalisation in process and production



To change the culture of the organisation



To motivate employees and so they enjoy work



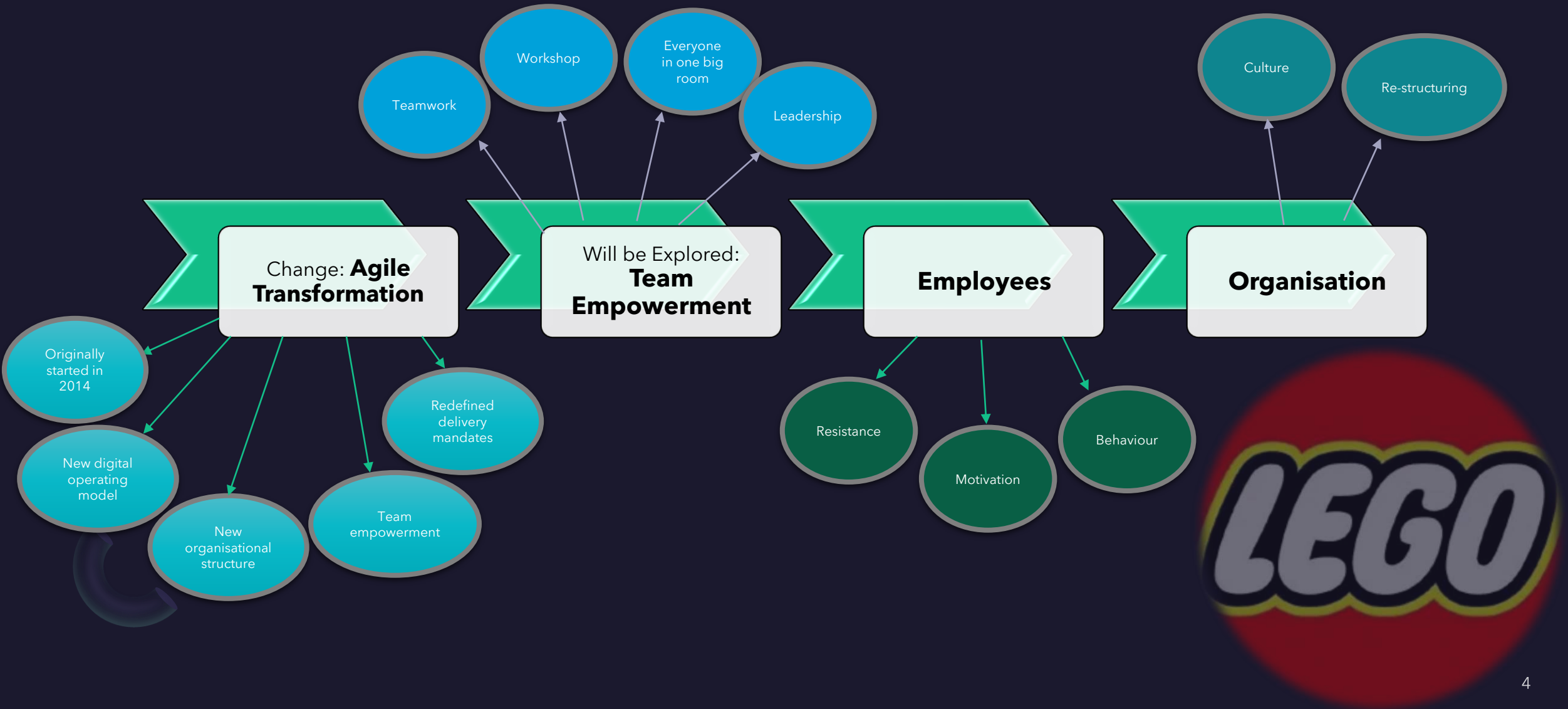
Due to digitalisation advancement - restructuring their organisation and framework



To improve leadership and teamwork

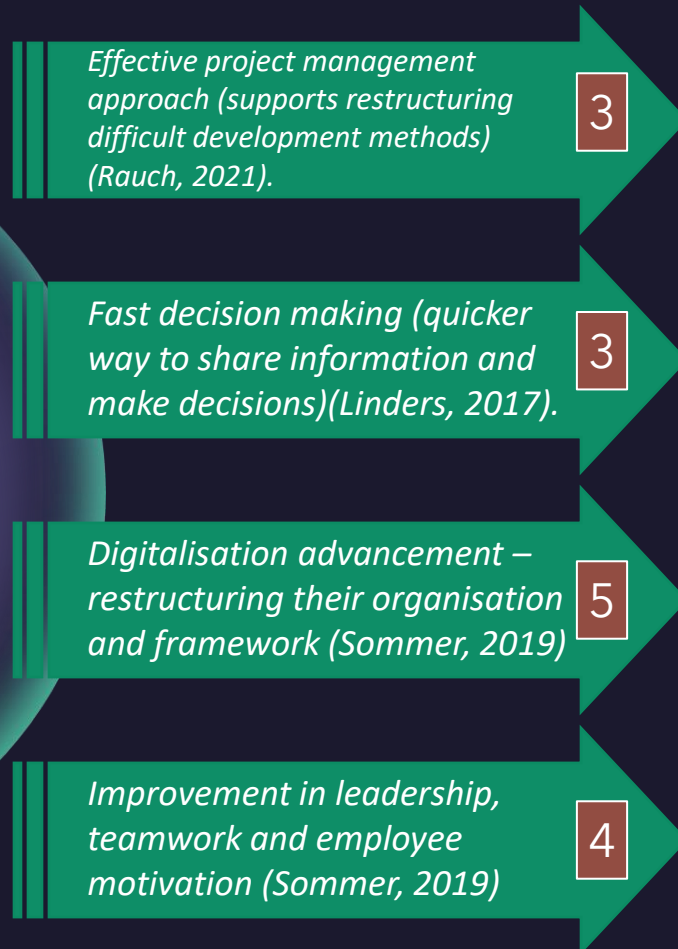
(Scaled Agile, 2017; Sommer 2019)

Key Theme/Aspect will be Explored



Lewin's Force Field Analysis

Driving Forces (Positive forces for change)



Score: 15

Agile Transformation (Introduction of Agile Framework to the organisation)

Score: 1(weak) – 5 (strong)

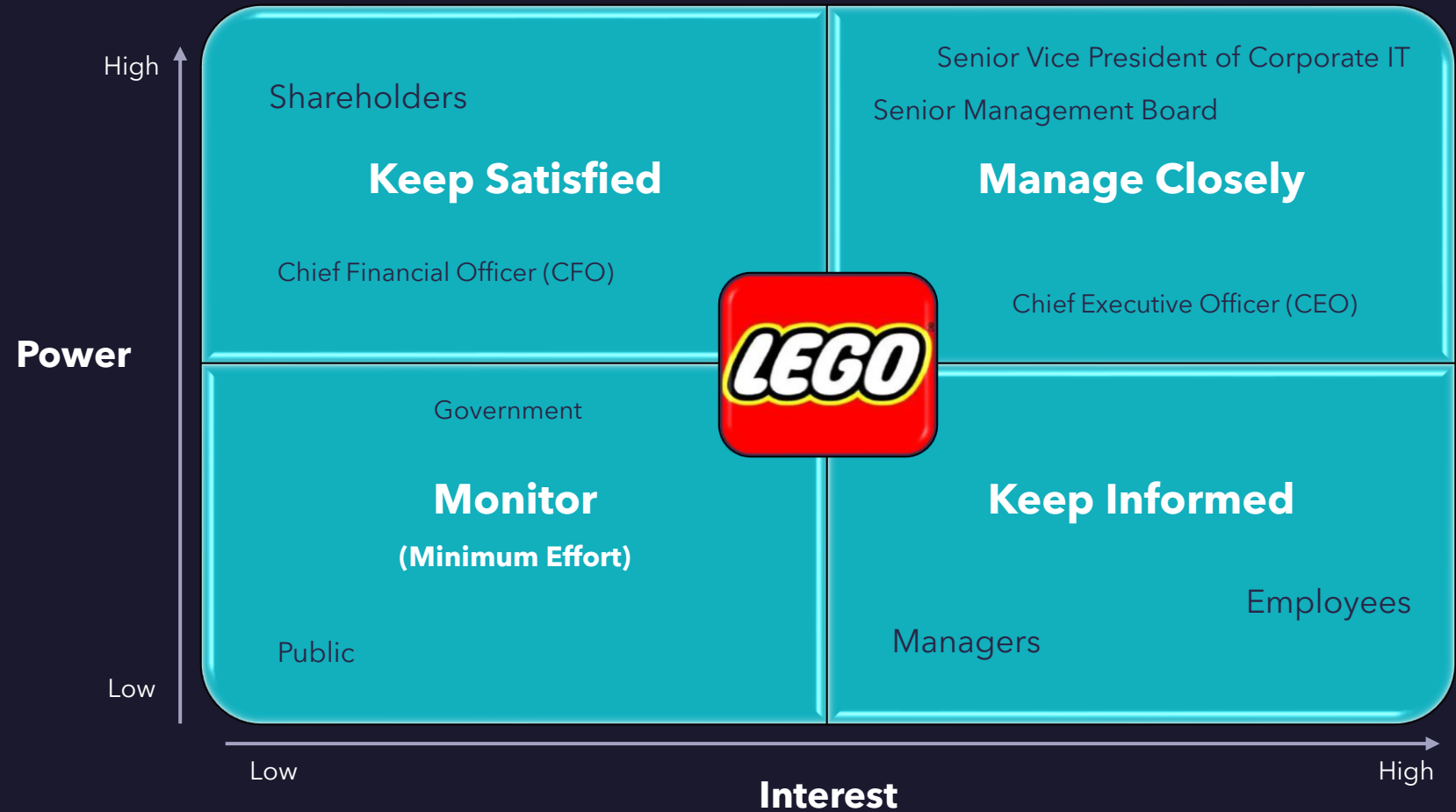
Restraining Forces (Obstacles to change)



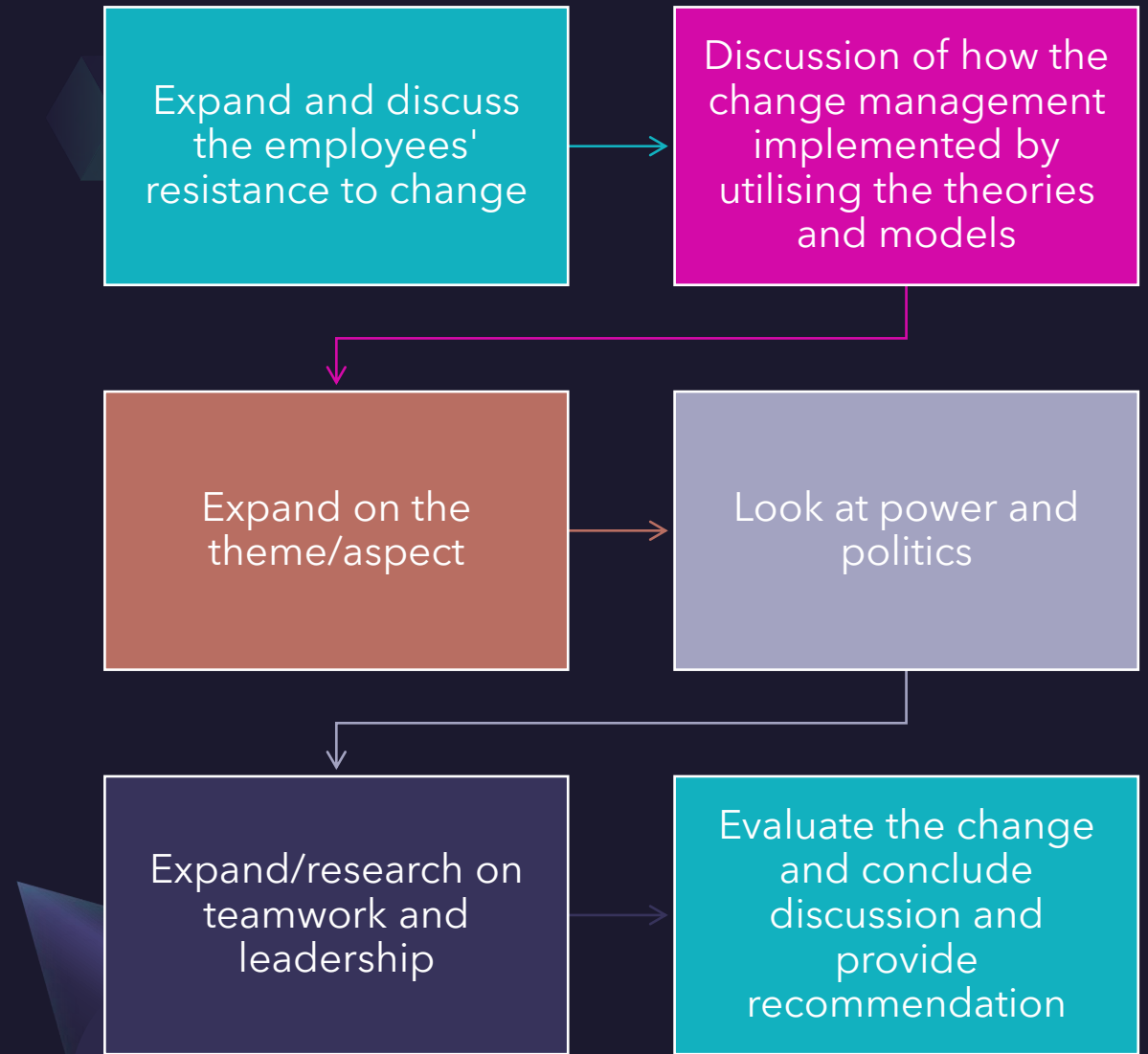
Score: 13



Stakeholders Analysis



Next Stage



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