

1000 words

Name :- Siddhi Raut

Student ID:- 2210107

I. What is Change?

Customer behaviour, market conditions, technologies, buyer preferences, and input costs change. Change is crucial in any organisation when discussing meeting and satisfying market needs. Organisations and people working in an organisation must change to survive in the 21st century and be highly competitive in this interconnected and globalised world.

Change differs from a problem or incident, including all improvement activities while minimising disruptions.

When we talk about organisational change, we mean big, strategic, significant change where most employees will be affected.

The very important is that people like change but do not want to be changed. However, we need to change because there are always opportunities for improvement.

There can be many reasons for change. Change means transforming, switching, restructuring, and adopting new rules, working models, and directions for some departments or whole organisations to achieve the desired outcome. We must also consider the cultural change where customer behaviours, attitudes and values change.

Also, companies that do not change in response to the operational environment will fail. One example is Blackberry. Blackberry did not change to the new touch screen technologies; they did not indicate that change was necessary, and as a result - Blackberry lost its leading position in the market just because it fell to move from its comfort zone and innovate in future technologies.

Change in the organisation can be internal or external, and all external factors for change are out of our control—for example, the Covid pandemic and wars.

Any internal change involving a minor or significant change in the working process, any new technology implementation or innovation plays a significant role in the employee's daily work.

The main reasons organisations change are:

1. The organisational change includes an organisation's culture, process, and structure. For example, changes in existing behaviour patterns, traditions and rituals that already exist in the organisation.
2. Strategy renewal includes market, product, and business model. For example, we are extending the business to a new market or developing a new product. Another example is changing the entire organisational business model.
3. Environmental change includes customer behaviour, politics and regulations, technologies, and climate change. For example, how the product or service are delivered to the market?

Implementing change is difficult because organisations cannot stop doing what they are doing and adapt, but change is mandatory for achieving sustainable competitive advantages.

According to John Kotter, "In a change process, you have to win the hearts and minds of the people" because change is about people as the essential capital in any organisation.

What is change management?

According to Machiavelli (The Prince), "There is nothing more difficult to plan, more doubtful of success, nor more dangerous to manage than the creation of a new system" (Mike Bourne, 2012).

In a few words – Change management means leading and navigating people through all change processes that happen in the organisation by reducing confusion, uncertainty, and human fear. Most of the time, fear of change can occur because of poor organisational communication or employee uncertainty.

Good change management can help all processes to go smoothly and everyone in the organisation to adapt to and accept the change using some of the following:

- Choosing the right time for action is one of the most challenging parts of change management.
- Involving the team in the decision-making process (when possible).
- Minimising uncertainty through using all communicational channels.
- Celebrating together any success in moving towards the target.
- Repeating the reason for the change.
- Avoid a communication vacuum. Try to be as transparent as possible.

I. The four key principles of change management.

During organisational transforming time, understanding change-why is needed and what impact will have been critical for any organisation. For any change in the organisation, no matter small or big, the significant responsibilities are on the HR department.

1. Understanding of the change includes:

- a) Why do we need the change? The reason for the change.
- b) Which departments or processes need change?
- c) How will it impact the organisation?

1. Planning for all different situations and scenarios that can occur is one of the main steps of HR and an essential step in the change process. HR needs to consider all factors that play a significant role in change:

- a) Do the company need external resources to design and implement the change or have internal professionals?
- b) How to achieve good change results? Who is going to be involved in the change process?
- c) Who is going to need training/ support to meet the change required?
- d) How to assess the impact of change?

1. Implementing the change means which strategy the organisation is going to use. We know we can use many different strategies to implement change, and in this stage, people need to invest in the new approach fully.

- a) HR professionals must ensure that all employees involved in the changes understand and know what needs to happen.
- b) HR needs to identify and address all training needs.
- c) Be aware that everyone involved in the change is supported.

1. Communication is an essential factor in the change management plan.

- a) The tone of communication must be appropriate, clear, and relevant so that all employees understand what is coming on their way. Various communication channels, such as Intranet, individual employee meetings, workshops, posters, conferences, etc., can be used.
- b) In this stage, organisations must change their mission and vision statement to inspire and help people see a giant picture of the future.
- c) For better understanding and support, the right message must be sent to the right people at the right time.

- d) To communicate better in this stage of change management, HR professionals can use the ADKAR change management model.

How individuals in the organisation embrace and adopt the change depends on the success of the organisational initiative. More possibilities and positive outcomes exist for organisations that apply well to excellent change management.