

University of Wales Trinity Saint David

**Leading and Implementing Workplace Change
(BMSW6103_LON)**

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Introduction:

Businesses need to be able to adapt and modify in order to compete in the current business climate, which is unexpected, uncertain, complex, and difficult. The methodologies of analytics and change management are beneficial to KFC's change management. Why KFC chosen for this study. Since KFC is a global brand, it must contend with shifting consumer preferences, technological advancements, and economic conditions (Shoyemi, 2014). The dynamic nature of the situation makes fast food corporations excellent managers of strategic change. The dual analysis approach is utilised in this study to manage the complexity of organisational transition. In order to identify external issues that need to be addressed, this report will initially carry out a PESTEL analysis (Amoako, 2021). The objective is to have a solid understanding of KFC's business plan and their response to COVID-19. PESTEL is able to demonstrate how economics, technology, and consumer preferences are the primary drivers of change. Beyond the limits imposed by external factors, this study will investigate the organisational culture and change management practices of KFC. The purpose of this investigation is to determine how the culture of KFC influences the effectiveness of transformations and how future attempts might be improved. KFC's strategy is influenced by a variety of elements, including law, politics, economics, society, technology, and the environment. In the second part of the paper, the ADKAR Model, Lewin's Change Management Model, and Kotter's 8-Step Change Model will be utilised to investigate their respective theories regarding change management. The analysis of KFC's surrounds will result in the development of unique viewpoints and plans for the expansion of the organisation.

This article provides a rationalisation and review of the change management procedure that KFC used. During the first phase of the evaluation, the change management practises of KFC will be

assessed for both their strengths and flaws. With the use of this data, KFC is able to match strategic transformation possibilities to the capabilities of the business and the expectations of the outside world. KFC operations are compared to change management frameworks in order to determine whether one is superior (Roshini Devi V and John Varghese Thekkekara, 2023). At the conclusion of the investigation, a bespoke change management approach is presented. Leadership, realistic strategies, and step-by-step execution are all components that will be included in this strategy. After such a protracted research, a variety of results should be obtained. The research applies theoretical models to the challenges faced by KFC in order to enhance leadership and adaptation with the end goal of establishing a culture that is resilient and positive. In spite of the disruptions in the fast-food industry, KFC should be able to thrive and expand with this information.

Reference list

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