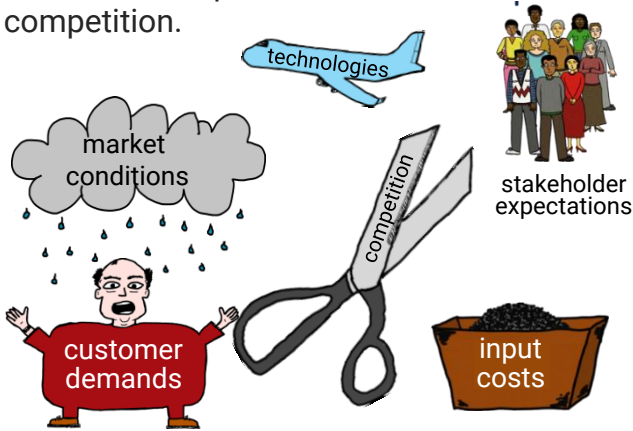


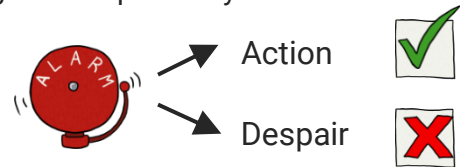
A Simple Guide to Change Management

Organizations must continually adapt due to shifting market conditions, customer demands, technologies, input costs, shareholder expectations and competition.



They must adapt to these shifts in the environment or risk becoming irrelevant, uncompetitive or eaten up.

The challenge for organizations is to help their people move from alarm to action without falling into despair or cynicism.



Four typical responses to change are the critic who vocally opposes the change, the victim who panics, the bystander who avoids getting involved and the change navigator who is resilient and able to adapt to the new circumstances.



critic



victim



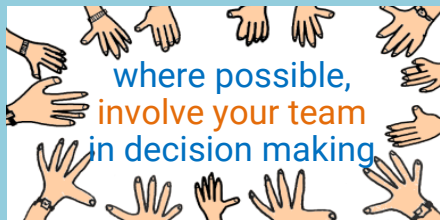
bystander



navigator

To create change navigators in your organization:

keep explaining why we are changing



where possible, involve your team in decision making

minimize uncertainty



engage your legacy system experts early



be as transparent as possible



create learning opportunities for your team



communicate the threats of not changing



listen to your people's concerns



celebrate shifts towards the desired state

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