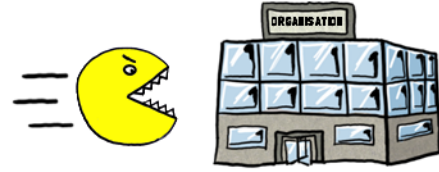
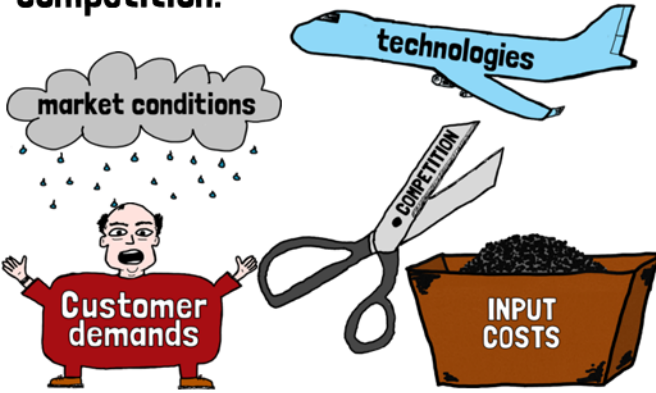


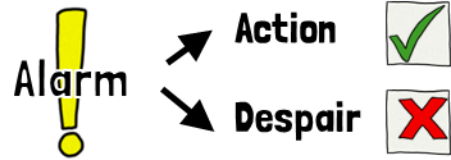
A simple guide to CHANGE MANAGEMENT

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

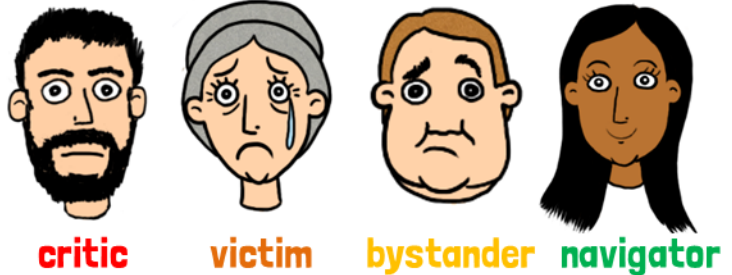


They must adapt to these shifts in the environment or risk becoming irrelevant, uncompetitive or eaten up.

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 ignores the change and the change navigator who is resilient and able to adapt to the new circumstances.



To create change navigators in your organization:



communicate the threat of **not changing**



where possible, involve your team in decision making

minimize uncertainty



engage your legacy system & process experts early



be as transparent as possible



create learning opportunities for your team



celebrate shifts towards the desired state



keep listening to your people's concerns

keep explaining why we are changing



For more change management training materials, resources and videos visit betterbusinesslearning.com



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