

# Change Management

## AAT Level II Business Management (BMA)

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# Business Management

## Change Management

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## Change Management

### What is Change Management

Change management is a systematic approach to dealing with the transition or transformation of an organization's goals, processes or technologies. The purpose of change management is to implement strategies for effecting change, controlling change and helping people to adapt to change. Such strategies include having a structured procedure for requesting a change, as well as mechanisms for responding to requests and following them up

# Forces to Change

## Internal Forces

These factors are within the organization. Ex:

- Low Performance
- Internal Conflicts
- New Mission
- Leadership

## External Forces

Arises from task and macro environment  
All forces introduced by **Porter's 5 Force** and **PESTEL** are External factors.  
077 122 4607

## Parameters of Successful Change

### Need of the Change

Need of a change emerge when managers observe the difference between expected outcome

### Confirmation (Adoption)

Confirmation is the adaptation with proposed change. For this the acceptance of managers and employees is required.

### Resources

The change does not happens automatically. The resources and the time are needed to formulate the plan firstly and subsequently for the implementation.

## **Types of Change**

### **Planned Change**

Change occurs after environmental scanning

### **Emergent Change**

Change occurred in dynamic environment

### **Incremental change**

This is small change to the organization. Ex: introducing New payment method to increase sales

## **Types of Change**

### **Step change**

Change occurs according to growth rate

### **Transformational Change**

Big and radical changes to entire system. Structural changes

### **Strategic Change**

Long term changes in the organization Ex: Changing Vision mission and objectives

### **Operational Change**

Changes to systems and procedures. Immediate effect to the organization

## Resistance to Change

### Uncertainty

This is because of the fear that changed may threaten their job or that they may have to try new things at work

### Threat to self interest and power

Managers may think that the new changes will affect the power they have spread within the organization

### Perceptual Challenges

Adapting to new changes can be a challenge for managers as well as other employees

## Overcoming Resistance to Change

- ❑ Education and Communication
- ❑ Participation and Involvement
- ❑ Facilitation and support
- ❑ Negotiation and Agreement
- ❑ Manipulation and Co-operation

## Encourage Employees Accept to Change

- ❑ Open to Employees
- ❑ Keep communication lines open
- ❑ Have a clear idea of accepting change
- ❑ Allowing accountability

## Levin's Force field Analysis

Lewin's force field analysis is used to distinguish which factors within a situation or organization drive a person towards or away from a desired state, and which oppose the driving forces.

