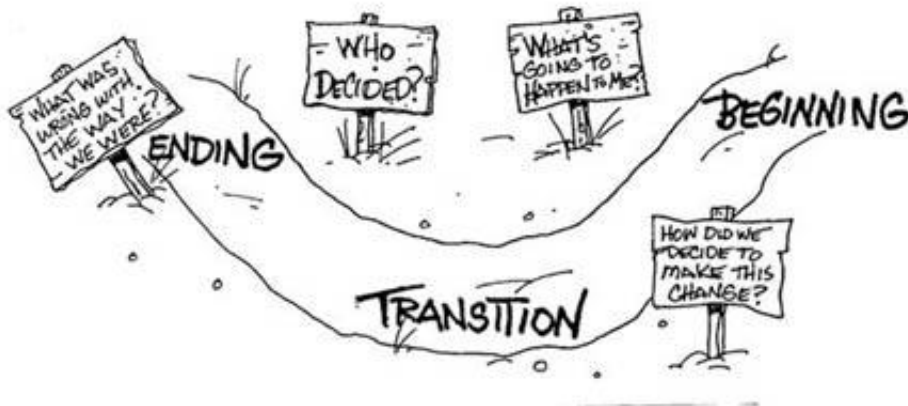


Change Management



What is change management?

Change management is a set of ideas, strategies, and skills that can be applied to engage change effectively. These may be applied

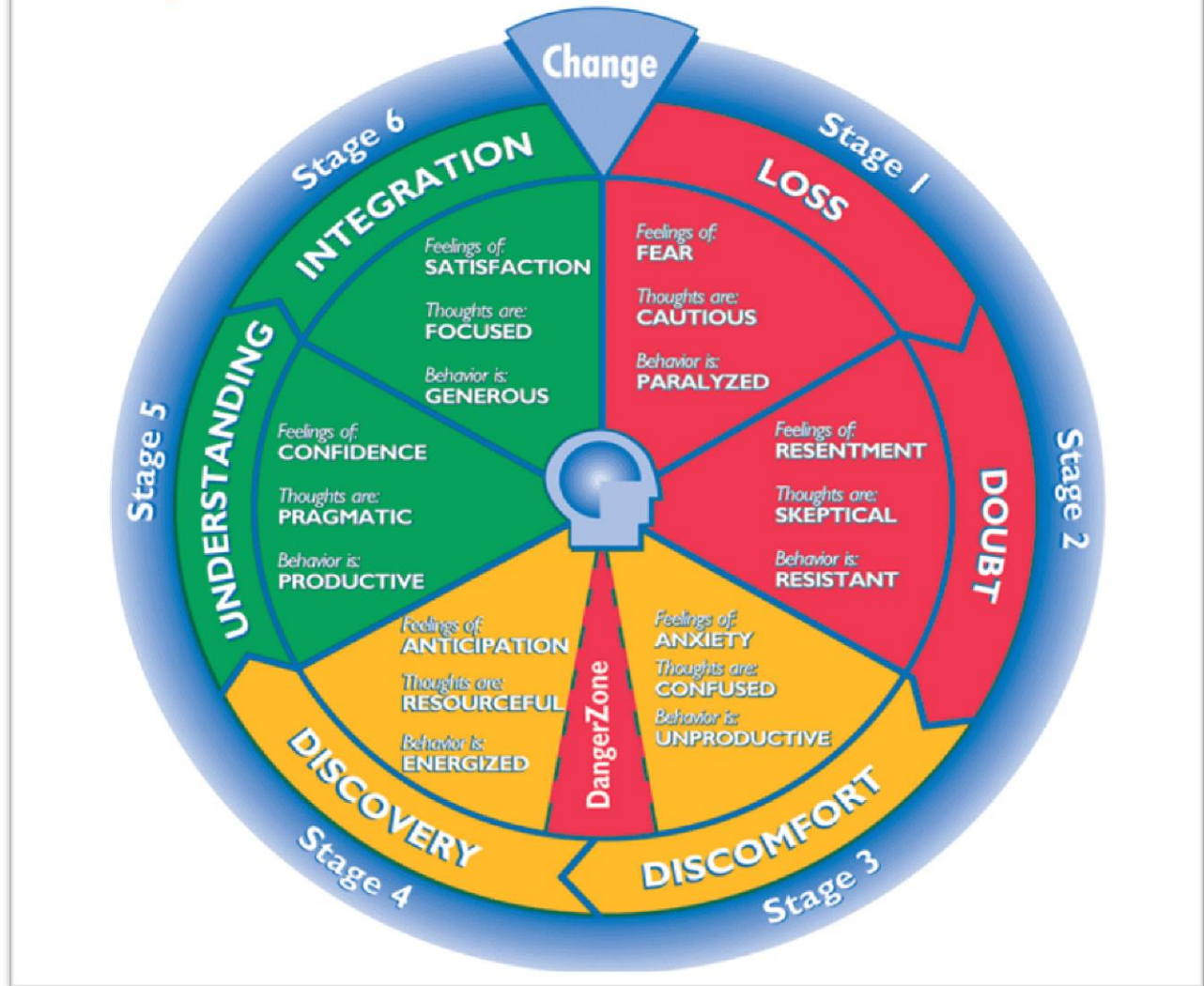
- in planning for change
- in implementing change
- in supporting continuous improvement following change

What kinds of change benefit from using change management?

Change management methods may be applied to any type of organizational change, including departmental mergers, technology implementation, creating team-based organizations and professional development. It may be helpful to think about change management methods on **two levels**:

The **first level of change management** is generic enough to apply to any type of change, whether it's the creation of a new department or the implementation of a new technology. At this generic level, change management methods are mostly targeted at understanding the human response to change and creating effective strategies for engaging people to achieve change.

The **second level of change management** includes methods that are specific to a particular change. For example, in technology implementations, specific actions include establishing and communicating the business case for change, ongoing relationship building, communication and training for affected staff, redesigning business processes, and creating and sustaining groups to manage the project. While some of these activities apply to other types of change, this collection forms a boilerplate for technology implementation.



The Change Cycle Model

Change has always been a necessary aspect of life and work, and our world is changing more rapidly than ever. It is likely that you will have to cope with a variety of changes in the near future. Your success and fulfillment - your emotional, mental, spiritual and physical well-being - depend on how well you adapt to change.

People react, respond and adjust to change in a sequence of six predictable stages. The Change Cycle model identifies the thoughts, feelings and behaviors associated with each stage of change. There is no better map to assist you in navigating through the changes in your life.

Stage 1 – Loss to Safety In Stage 1 you admit to yourself that regardless of whether or not you perceive the change to be good or "bad" there will be a sense of loss of what "was."

Stage 2 – Doubt to Reality In this stage, you doubt the facts, doubt your doubts and struggle to find information about the change that you believe is valid. Resentment, skepticism and blame cloud your thinking.

Stage 3 – Discomfort to Motivation You will recognize Stage 3 by the discomfort it brings. The change and all it means has now become clear and starts to settle in. Frustration and lethargy rule until possibility takes over.

The Danger Zone The Danger Zone represents the pivotal place where you make the choice either to move on to Stage 4 and discover the possibilities the change has presented or to choose fear and return to Stage 1.

Stage 4 – Discovery to Perspective Stage 4 represents the "light at the end of the tunnel." Perspective, anticipation, and a willingness to make decisions, give a new sense of control and hope. You are optimistic about a good outcome because you have choices.

Stage 5 - Understanding In Stage 5, you understand the change and are more confident, think pragmatically, and your behavior is much more productive. Good thing.

Stage 6 - Integration By this time, you have regained your ability and willingness to be flexible. You have insight into the ramifications, consequences and rewards of the change

[To find out more contact your HR Generalist](#)