

## The Manager's Ro During Chang

Whether you're experiencing drastic change or something more gradual you can achieve your goals by understanding change management and its strategies.

## Five types of changes organizations may experience

- **Evolutionary Adaption:** Large changes brought about with a minimum of upheaval
- ▶ **Developmental Change:** A change that improves the organization's way of doing things
- Transitional Change: Results in design or implementation of something different
- ▶ Drastic Action: Immediate change forced on the organization due to a significant event
- ▶ Transformational Change: An organization must alter entire way of doing business





Change management is the ability to prepare, equip and support individuals in successfully adopting change. Factors that can influence change include:

- ▶ Environment ▶ Expansion
- ▶ Marketplace Customer needs
- ▶ Technology

orderly implementation process, and consider these three key elements:

Think ahead about how to manage change to ensure an

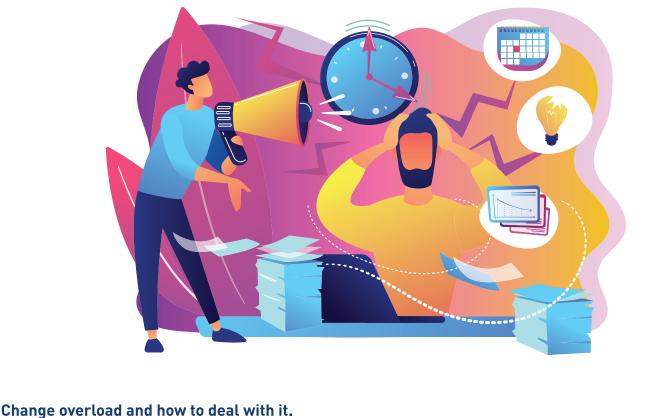
- ▶ Content: What must change, and why
- ▶ Process: How change will happen
- ▶ People: Influencers and those impacted





## Different types of change leaders

- ▶ Change leader: Provides direction and support to others throughout change process
- ▶ Change sponsor: Authorizes the change ▶ Change agent: Implements the change
- ▶ Change target: Those who must actually change
- ▶ Change advocate: Supports change but lacks authority to
- implement it



Everyone responds differently to change. Here are common feelings people may experience, along with ways to alleviate these feelings:

- ▶ Change doesn't make sense: Address by explaining how the organization's goals link to team members
- Left out of change process: Avoid this by having open two-way discussions on how the team can implement changes Insufficient time to process change: Hold individual and team discussions to brainstorm
- ways to overcome obstacles Multiple changes within a short period of time: Provide as much information as soon as
- possible so everyone knows what to expect ▶ Timelines seem unrealistic: Explain why there are short timelines to gain buy-in, and
- explore ways goals can be achieved
- **Lack of support:** Mitigate feelings by showing genuine care. Remove barriers where possible
- ▶ **Negative past experiences:** To avoid any related worries, focus on future benefits Lack of engagement: Ask probing questions, address impact and what will be done differently, and explain the benefits of change

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