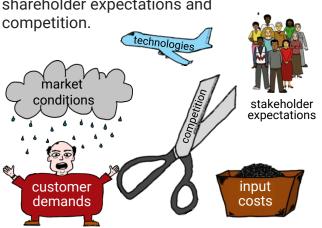
A Simple Guide to Change Management

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

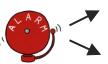






They must adapt to these shifts in the environment or risk becoming irrelevant, uncompetitive or eaten up.

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



Action



Despair



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







engage your legacy system experts early









communicate the threats of not changing



listen to your people's concerns



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