

The MANAGEMENT PLUS series

Concepts

CHANGE MANAGEMENT

OBJECTIVES

Reading this unit will help you to:

- Explain what is meant by change management
- Describe the role and responsibilities of the change manager
- Compare approaches to change management
- Investigate external and internal forces for change
- Explore how to develop and implement a change strategy, including launch strategies, management styles and targeting change
- Explain individual reactions to change
- Describe approaches to cultural change
- Explain the dynamics of organisational change and how they can be harnessed for the success of the programme



eLEARN

Exciting • Entertaining • Effective

Articles

1. Forces for change
2. All change
3. The change manager
4. Impetus for change
5. Environmental triggers for change
6. Internal analysis
7. Getting the go-ahead
8. Developing the change strategy
9. Making the organisational move
10. Changing the individual
11. Changing the culture
12. Launch strategies
13. Styles of managing change
14. Targeting change
15. Organisational dynamics

Further reading

The MANAGEMENT PLUS series

Applications Guide

CHANGE MANAGEMENT

OBJECTIVES

The activities in this guide will help you to put into practice the concepts of management covered by this title:

- Explain what is meant by change management
- Describe the role and responsibilities of the change manager
- Compare approaches to change management
- Investigate external and internal forces for change
- Explore how to develop and implement a change strategy, including launch strategies, management styles and targeting change
- Explain individual reactions to change
- Describe approaches to cultural change
- Explain the dynamics of organisational change and how they can be harnessed for the success of the programme



eLEARN

Exciting • Entertaining • Effective

Activities

1. A historical perspective
2. Future change
3. Change competencies
4. Types of change
5. Analysing the environment
6. Key resources
7. Choosing the strategy
8. Gaining commitment
9. Unfreeze, move and sustain
10. Changing the individual
11. Changing the culture
12. Designing the programme
13. Choices of style
14. Individual change objectives
15. Sustainable change