Managing Organizational Change

Your Name (First M. Last)

Date

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External Forces

 Assessment of the whole organizational scenario is one primary task for the Organization Development Consultant for the organization of Red Carpet. This form of assessment helps to identify the actual need for organizational change and take step accordingly. It is vital to mention that there is consideration of external forces that ultimately that influence the managerial domain of Red Carpet. The domain of the business partners and supplier is one significant external factor that affects the approach of organizational management for Red Carpet. The increasing rate of the business competition concerning the approach of food service is another external factor that influences the paradigm of organizational change (Todnem By, 2005). Customers are another important external fore that impact the idea of the organizational change in case of Red Carpet.

Internal Forces

 Proper identification of internal forces is also crucial to determine the better managerial direction for the organization referring to the idea of change management. Employees of the company are recognized as the major internal force as it provides indications about their specific issues of employee relations and different legal concerns (Hornstein, 2015). Lack of general managers in company’s hotels, restaurants, and cruise ships is another problematic internal force. The high rate of turnover of the workers is another critical internal force that impacts the idea of the change management in the organization.

Challenges Associated with Forces

 Assessment of different internal and external forces helps to identify those particular challenges that restrict Red Carpet to achieve its organizational objectives. Inappropriate association with suppliers and customers turns as the challenge which requires immediate consideration. Improper understanding of the need of the workers’ training is one significant challenge for the management of the company. A federal investigation is one challenging paradigm that links with the effective form of customer and employees association.

References

Hornstein, H. A. (2015). The integration of project management and organizational change management is now a necessity. *International Journal of Project Management*, *33*(2), 291–298.

Todnem By, R. (2005). Organisational change management: A critical review. *Journal of Change Management*, *5*(4), 369–380.