Change Management

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**Introduction**

Change management is a process that can help to facilitate organizational transitions. The actual definition of change management varies with people, vision and the context in which change is incorporated. However, this variation ranges from simple to complex definitions taking into account that there are some specific processes or situations within an organization in which change can be applied. It is a common observation that in recent times, contemporary business environment, and different organizations were in a battle, competing with each other by building and using some adaptive capabilities (Shams et al. 2017). Moreover, today, all the growing companies and platforms give due significance to the change management which is taken as a process that can help to catch up with the updated trends proving existence of an organization within the industrial world (Pick et al. 2015). For any of the companies or organization to move ahead in terms of technological, or framework-oriented competition, it is necessary to focus on the expansion of business by adhering to the worldwide framework of business and it can only be done by adequate management in the need of hour (Hornstein et al. 2015). Some of these situations can be, transitioning individuals and bringing orientation in the culture of the organization, growing an organization, adding some kind of new technology and downsizing. In a simplified form, change management is an organizational process that is meant to help employees understand, accept, embrace and commit some changes within the current business environment (Hornstein et al. 2015). In accordance with the fast changes that have taken place in the organizational and business framework, it is necessary and in fact imperative that organizations should establish a well-defined and well-designed framework that can help realize strategic objectives. It is an undeniable truth that change is inevitable, and it can only be managed if some particular steps are taken for accepting and then molding the related aspects as per its pattern (Hayes et al. 2018). Change Management is one of the complex processes that require serious attention as well as active involvement from the people and management from all the levels of an organization with an aim to achieve progression as well as meaningful transformation.

**Discussion**

Change management is one of the formal and systematic processes of an organizational change that includes a systematic flow of information that is accompanied by acceptance, associated with new structures, processes, values, and technologies (Gustafsson et al. 2019). It would not be wrong to say that change management is one of those activities that can help an organization to proceed with the transition from present stage to some other platform that is up to date and according to the current trends. There are a lot of entrepreneurs who are more toward recognizing the opportunities that are offered by the global markets and the trends of the strategic environment (Pick et al. 2015). In the race to address and fulfill the requirements of the global environment, change management is termed as a planned and organizational worldwide effort that is meant to increase the effectiveness of both individuals as well as of organization by using the knowledge retrieved from behavioral science.

Change management can be both either increment or discontinues, where incremental change is one of the most revolutionary forms of change and it is driven from the inside of the company. In contrast, discontinuous change is one of the revolutionary forms of change that is driven by some external factors and it is usually unplanned (Tang et al. 2019). Organizational changes are designed to reduce the potential negative aspects that are associated with the general and structural aspects of an organization or a business. It is one of those procedures that focus on both micro and macro levels of organizational change that is guided by a top-down approach to managing change (Hayes et al. 2018).

**Change management in non-profit and private organization**

Change management is something that plays a central role in the non-profit sectors because they are in more need of incorporating change to the skills of the employees to make them equal to the world and adequate employee standards. The important point is, there is a difference in the change management framework of nonprofit organizations and private organizations (Pick et al. 2015). In the context of private organization, change management is the responsibility of the Human Resource Department as well as the stakeholder or leaders who are responsible for synchronizing the goals of the company with the attributes of the employees (Pick et al. 2015). In contrast, the context of change management in terms of nonprofit organizations is different because change is conducted by organization leaders only. Here, the Human Resource Manager are components that are redirected and guided by the leaders, Human resource managers don’t have their individualistic vision and approach (Pick et al. 2015).

The same framework of difference is observed in terms of geographical areas because there is a difference in attitude and visions in both Eastern and Western countries. In western courtiers’ leadership is the product of global image. It is something that is associated with trend setting and the overall approach of the company in maintaining an image in the global world, while the eastern countries are the trend followers (Shams et al. 2017). They are seen adhering to the standards that are set by the western world. Keeping all difference in visions, change management is central to all types of organizations and all the geographical areas, inviting practical and strategically approach for management (Shams et al. 2017).

**Importance of change management**

Taking into account the understanding of change as something that is meant to extend the limits of the project and striving outside the set realms to achieve something that is compulsory or mandatory or achieve some set goals and meet global trends (Shams et al. 2017). It is inferred that the project level change can be something that is specific and isolated in its impact but still it affects all the exiting dimensions of the company or organization. So, it is asserted that companies should try to manage change in a highly positive and effective way because once change paradigms are incorporated all the goals and targets are directly or indirectly influenced by the change-oriented steps (Shams et al. 2017). Here, effective change management allows the company to maintain and adhere to the state of evolution by allowing its workers to be productive and motivated.

It would not be wrong to say that change management is the product for the increased demand for globalization that affects all dimensions of the business and human life situation (Shams et al. 2017). The ideology of change management is one of the major parts of an organization because it is needed by the company to ensure that a company has the potential to maintain its identity in both national and international perspectives and dimension of the world (Pick et al. 2015).

**Basic Principles of change management**

A general analysis of change management highlights that a successful change management strategy cannot work without effective communication between the workers and their managers (Pick et al. 2015). The underlying notion infers and stresses on the significance of communication that must happen at all the labels of organization. There are different principles associated with change management such as planning and training (Shams et al. 2017). Also, some changes at a structural level are required to address the necessity of change and analyze the requirement of consolidation and elimination of gaps that can ignite hatred or misunderstanding among employees (Shams et al. 2017).

**Minimizing resistance**

Resistance is parallel to changes, there are very rare changes and cases in which any change is not resisted. Effective change management is necessary to minute resistance. It is highlighted that if change is managed effectively, it will help employees adhere to various and numerous reasons that can keep them stable and inert (Pick et al. 2015). Employee resistance can be reduced in a number of ways by using effective change management such as, making employees realize that this change will empower their economic value. Change is a learning opportunity of the employees and it can position employee to a new position that will have a positive and healthy impact on him and his surroundings (Pick et al. 2015). It is important to note that all types of resistances are not associated with the employee, change management is necessary to reduce all types of resistances that are imposed by any of the dimension or platform of the organization (Pick et al. 2015).

**Empowering engagement**

According to Gustafsson (2019), Change is a volcano that when erupts, shift the entire framework of an organization. Although change is necessary, the necessity of change management cannot be denied. It is highlighted by Carnall, (2018), change management will help the business managers and other stakeholders to empower their management skills and redesign the management code of conduct. As change requires a new version of employee and usually employees are reactive sometimes confused and many a time negative to the change so if change will be managed effectively it will help the manager to maintain the understanding and thoughts of the employees by bringing them on the same board as that of the organization (Pick et al. 2015). This tilt in thought would automatically empower the management skills and attributes of the employers.

**Improving overall performance**

Change management in necessary to improve the overall performance of the employees (Hornstein et al. 2015). It is evident as well as a common observation that changes are made in part of any organization to empower it, to bring something that can increase the worth of the company or that can help an organization become a major determinant of the global market (Hornstein et al. 2015). Effective change management will help to improve the overall performed of the employees by making them ready to accept change by incorporating training and analyzing the issues because of which change was incorporated (Hornstein et al. 2015). It is also important to note that change management is necessary to help employees get more knowledge and perform a better role because change requires a modified thought framework of the employees which will help employees to learn more (Hornstein et al. 2015).

**Reducing costs**

Change management is necessary to reduce the overall cost that is associated with expenses because there are a lot of businesses that are hampered by change (Carnall et al. 2018). Reducing cost refers to the external additions of other attributes that are brought into practice just to mitigate the influence of the change. It is asserted that, if change will be managed effectively, then the organizational will not be struggling to maintain the overall code of conduct by mitigating the overwhelming stance of change. In fact, the organization will be using its available resources to address the change because people and values would already be tilted and modified to the assumed direction (Carnall et al. 2018)

**Driving other successful changes**

Change management is necessary to makes a change successful by making a change bound to the business objectives. Change management is necessary to maximize the ratio of the initiatives of the project that can be empowered by a continuous way of realization that can value unique investments. Also, change management is necessary to achieve the results that are designed in accordance with the change effort (Hornstein et al. 2015).

**Managing the number of changes**

According to Hornstein (2015), it is highlighted that change is something that is and should be made consistent with the organizational framework. Change management is necessary to inculcate and maintain consistency (Hornstein et al. 2015). Whenever change is brought to an organization, employees are engaged in transformational change and the magnitude of change can only be stabilized by consistency of the employees. Another vision of consistency in the management of change is the demand of change because an increased level of demand for change will affect the effectiveness of organization (Hornstein et al. 2015).

**Synchronizing organizational values and practices**

According to Gustafsson, (2019) it is asserted that change management is necessary to align the organizational practice with that of organizational values. It is found that people are the greatest asset and there is an infinite success of the company through employees. Change management is necessary to align the core values of doing the right things because different employees have different understanding of change and the gap of misunderstanding may led to misunderstood needs (Gustafsson et al. 2019). On the other side, change is meant to change the attributes and dimensions of the work which is done effectively by the assets so it is necessary to let these assets understand what is required of them and how their role is significant in goal achievement. When these assets will be brought to the vision of change then change will be managed and it will shift the culture of the origination to the process-driven a culture which will help employees to engage their talents and improve the organizational effectiveness (Gustafsson et al. 2019)

**Creating efficiencies and consistency**

It is asserted that effective change management is necessary to build organizational competencies and capabilities. There are several researchers (Carnall et al. 2018, Hayes et al. 2018, & Tang et al. 2019), who are of the view, that ineffective management approach to change often leads to misguided goals and ambitions, employees lack confidence and they think that they are no longer productive for the organization. If change will be managed effectively it will optimize the resources and the available attributes in such a way that the whole organization will be benefited (Gustafsson et al. 2019). Effective change management is necessary to incorporate one standard approach that can be applied to the organization in order to keep all the employees on the same page and let them understand what is required of them.

**Future considerations**

“Future” is something that is the code of conduct of every organization. Effective change management is necessary to develop a future strategy that can bring a positive change in the entire industry. Ultimately this future strategy will prove highly effective in the success of the organization (Carnall et al. 2019. Taking into account the growth of the company, effective change management is necessary to empower the growth of the company because the future of the company proceeds from present and if the company fails to address and facilitates employee in their present time, there would be great complication in the achievement of future goals (Gustafsson et al. 2019). Moreover, it is evident that the industries are changing with the passage of time and it is not easy to change the dimensions and employee framework with every change, so, effective change management will help to address future goals in a positive way (Gustafsson et al. 2019).

**Empowering internal capabilities**

According to Carnall, (2018) it is highlighted that the stakeholders and the shareholders of the organization should think as “we” rather than “me” while addressing the concerns that are associated with a change that is brought in the realms of the organization. It is asserted that effective change management ultimately becomes the core capability of the enterprise (Carnall et al. 2018). Effective change management is one of the competencies that can help to move employees by improving their personal and output satisfaction which ultimately empowers the internal capabilities of the company. Carnall, (2018) has highlighted that adequate change management can help to retrieve good and appealing results by using a structural approach to changes and positive results will benefit related departments and divisions (Carnall et al. 2018)

**Thriving in an ever-changing world**

It is highlighted that change is central to the organization and the significance of change is not limited to a revolution in the organization realms but change is something that is central to the world. In effect, change management is necessary to help an organization thrive in an ever-changing world (Carnall et al. 2018). Today, organizations are having an interdependent complex and faster approach to change than it was in the past. Effective change management is necessary to address the requirement and roles that are required of the company at a global level. The inability to manage change will suppress and then remove the company from the platform of the technological world and empowering business framework (Carnall et al. 2018).

**Minimizing the gap between results and requirements**

Results and requirements are the two major parameters that are used to address the efficiency of the company (Hayes et al. 2018). It is highlighted that effective management of change will help an organization to minimize the gap that is found between results and requirements because unmet expectations and unrealistic goals widen this gap (Hayes et al. 2018). Change management will help employees upgrade their thoughts and vision as per the requirement of the world or the company and it will help a company to synchronize the results of the company with that of the requirements, leading to a positive image in the global world (Hayes et al. 2018).

**Mitigating Risks**

Risks are termed as something that has a negative connotation and it ultimately cast a negative impact on the company. Risks occur when there is a gap between the visions and the lack of practice of the company which is the product of lack of understanding (Hayes et al. 2018). Taking into account the significance of change it is asserted that change is meant to manage risk but the inability to minimize risks is something that can push a company far behind the later positions. Incorporating change requires a company to make strategies that are pro-practical to address all the gaps that may occur in the passage of success (Tang et al. 2019). Change management is necessary to let an organization make strategies that can keep both tangible and non-tangible resources on the same board which will ultimately add to the productivity of the company (Tang et al. 2019).

**Recommendations**

Taking into account the approach of change management, it is recommended that the significance of change management cannot be denied and in order to address effective change management, organizations have to adhere to some facts and figures (Tang et al. 2019). It is asserted that the companies should use organizational strategies while taking decisions in terms of binging change. They should prepare and empower employees for change and different strategies should be brought into practice to manage the change in an effective way. These strategies could be both, theoretical and practical, but they must be centered on the visions of management (Tang et al. 2019).

**Conclusion**

In conclusion, it is highlighted that change management is necessary to keep an organization growing by maintaining and managing the challenges. It is highlighted that technology is not a sole addition that can help a company to meet challenges in terms of both practical and theoretical frameworks. In the present time of evolving political priorities and enhanced organizational change opportunities and necessities, it is necessary to incorporate effective management strategies because a company cannot grow and be strategic without taking its component and departments parallel to functioning. Moreover, organizational change is necessary to synchronize the visions with that of the actual code of conduct so that employees cannot feel neglected, they are equally served and they are meant to participate in the contribution to the global world. In a nutshell, change management is necessary to bring an actual change because change cannot be valid if it doesn’t align with the assets of the company and if it challenges the social, moral and political framework.

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