Organizational change

Author name

Affiliations

Organizational change refers to the change in organization structure, its strategies as well as its culture. The change is the result of external or internal pressures. Different models can be used to understand and implement this change in organizations. The model consists of three steps; unfreezing, changing and refreezing. Lewin’s change management model is an effective model that allows the organization to perceive the required change (Biech, 2007). Then it assists in attaining the desired level of behavior as well as solidifying new behavior. The model can be applied to Nestle to prepare it to be merged with Starbucks.

**Unfreeze**

This stage will make employees ready for the change so they may not resist change. Top management will communicate effectively with employees and will provide them the reason for the change in the context of a strategic initiative. They will inform employees of the benefits of change and the effects of change in terms of profits for the organization (Biech, 2007). They will develop a sense of urgency so change can be readily accepted. Moreover, the management will provide them the required support to go for the change and will welcome their concerns and feedbacks in terms of the change.

**Change**

This stage will execute the intended change and Nestle will merge with Starbucks. Now the organization will start selling its global coffee products. The plan is to introduce nearly 24 new products. Employees may show resistance for change as they may have a fear of losing their jobs. However, Nestle will provide its employees with the required training for having new skills while implementing this change. They will get new responsibilities or job descriptions and the security of their jobs.

**Refreeze**

This stage will make the change permanent (Biech, 2007). Now the organization has a new stable organizational structure and consistent job descriptions. Top level management will introduce the reward system to motivate employee. It will also ensure the implementation of control systems as well as feedbacks.

References

Biech, E. (2007). *Thriving through change: A leader’s practical guide to change mastery*. American Society for Training and Development.