Managing Organizational Change

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Q 1: Describe a successful change initiative from your own experiences and why it worked well.  
Q 2: Describe an unsuccessful change initiative from your own experiences and why it did not achieve its intended objectives.

In my personal experiences, I have come across many unsuccessful initiatives particularly related to changes what I have observed about being successful in initiating change usually focusing in involving people directly or indirectly and giving them direct and indirect motivation to accept and to work for the change. For instance, once while working on a small business setup with friends, we needed to change the timing of each of us, for the first time we were unable to come to an agreement, and therefore we wasted much of our time and resources as well. On the second attempt I took the initiative and involved all of the partners in a discussion simultaneously which we did not do before, and sold the change, and together we provided solutions to work it out, and it worked very well.

Q 2: From your own experiences, summarize the key success factors for change at Red Carpet.

A successful change will occur only when you know your culture and people, then comes involving them in the change process from the beginning. Afterward, you have to accept that every process takes time and people takes time to digest or make up their minds and start working for a change (Alvesson, M. & Sveningsson, 2015). In intitating change, communication is of the utmost importance. Deficiency of communication leads to de-motivation and disinterest, mismanagement and eventually to failure.

In my opinion, keeping in mind the scenario, in order to successfully implement the change, Red Carpet must understand their corporate culture and what improvements it needs and how they need to approach the change in accordance. First of all, they should study and analyze their corporate culture more intensively and try to initiate change formally rather than informally. Secondly, the company needs to develop its HR practices and standard procedures to guide and help employees in resolving their issues and also make way for smooth communication. Thirdly, managers should be hired and made accountable to answer what improvements are being made and how problems are getting resolved rather than playing the blame game.

Additionally, few more employee's needs to be hired as change might overburden some personnel leading them to exhaustion, giving up on the change, mismanagement and ultimately failure of the change process (Palmer, Dunford & Akin, 2016). The red carpet will need to build strong leadership and a strong team to manage change and allocate enough resources for every step of the process. Lastly and most importantly, involve all of the stakeholders and continuously communicate with them about the process and motivate them to work for it.

References

Alvesson, M., & Sveningsson, S. (2015). Changing organizational culture: Cultural change work in progress. Routledge.

Palmer, I., Dunford, R., & Akin, G. (2016). Managing organizational change. McGraw-Hill Education.