Change

Student’s Name

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Ferrazzi, K. (2014). Managing change, one day at a time. *Harvard business review*, *92*(7), 23-25.

` The source describes the attempts of cultural change. The employees have an alcoholic perception on the prior counsellor and some tend to compare the writer with Bill Wilson. Most organizations require change and for the changes to be effected the senior of top management must welcome the change. The method used to communicate change depicts on how the employees will perceive change. Different methods employed may stimulate acceptance or rejection of change. The point in the article is that organizations have a task in dealing with change. They cannot change their culture unless individual employees accept changing their behaviour. Besides, changing behaviour is hard. Change programs encompass strategies, technologies and trainings. However, this is not enough, other factors such as incentives; celebrations, peer pressure, role models and negative reinforcements form part of the programs for successive change implementation. Without being ready for change and accepting the change, nothing will happen to reflect the current position from the old. Besides, people do not change a minute they are ready. Hence, it is important to replace the old behaviour with the new behaviour. In addition, involving peers triggers change. Peer pressure encourages change and may be effective in a short while (Ferrazi, 2014).

The author uses this particular write-up to reach various organizations and show them the importance of change. In addition, it provides a way to manage the change.

Therefore, the source is relevant to my objectives of community change. I will use the knowledge employed to advocate for change. This means that the community change will be a systematic process that will allow the importance of change sink to the community members.

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

Organizations are faced with challenges in the current business environment. They face shifts in the market forces. Demand and supply forces encourage new developments. The option left for the businesses is to accept change. Therefore, competition forms a good basis for the argument of change management. Todnem attempts to explain the importance of accepting change and the way change can be used to support organization’s performance. This makes it critical to organizations to adopt the changes and familiarize employees.

Todnem is aware of the outcome of change and tries to explain the reason for accepting change. Organizations need to encompass change to help them cope with the changing environment and take advantage of the competitive environment. Therefore, the articles reflect review of supportive theories to change management, theories that management can rely upon to have a synergy in the performance of the business. The theories form the first step towards change management issues. In conclusion, employees are the key behind the success of any organization. They determine the performance of the organizations and predict on the success. Therefore, to implement change it is important to begin with the employees and ensure they accept the change itself (Todnem, 2005).

Tamilarasu, V. (2012). Change management. *International Journal of Management Prudence*, *4*(2), 26.

Tamilarasau provides that change in an organization touches on individuals, the organization and teams. Change management should begin with systematic approaches and diagnosis to the current situation first before considering other factors. Change encompasses at least 3 factors including adapting to change, controlling change and effecting change. Therefore, enterprise change is driven by the need of employees to embrace change. The management and the employees effect the changes within the organization. However, the change reflects on the mission changes, strategic changes, operational changes and technological changes.

Stakeholder aims or interest guides the implementation of change. They determine the success since they are the owners of the business or organizations. In addition, effective communication plays a major role in embracing the change effects. Therefore, the book covers the steps of incorporating organizational changes and making them work alongside employee needs (Tamilarasau, 2012).

The writer uses various examples to encompass the impact of changes. Tamilarasau shows the relevance of change in the organization.

Successful change management 10 Steps

<https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=4&cad=rja&uact=8&ved=2ahUKEwifsPylndPiAhUI1RoKHZecC6gQtwIwA3oECAsQAQ&url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3Dt0siBRHKbIU&usg=AOvVaw0Y52Jm0MqMPZuzwAAQllzl>

 This is a video prepared uploaded by Cranfield School of Management. Graham Bell helps to define points that help to implement change in tough times. The steps include considering the point where to take action when things get wrong. Professor Mike, elucidates the point of being focused and achieving reality when deciding to embrace change. It is necessary to have the objective of cost cutting as a reality before considering the change. The professor advices on cost cutting and mentions about cutting costs that would affect a particular product or service directly. Organization should consider such steps other than affecting all the line items in the ledger. The main aim of cost cutting is improving on the decision of the people affected directly with the change. Timing and setting objectives are points to consider for successful change implementation. The timing depends on the impact of the change including the contribution of the change towards the performance of the organization. Setting objectives will play a major role in the business and in accomplishing the aim of change. Professor Mike mentions that it is best to consider making objectives that aim at the highest levels of business performance.

 Leadership and motivation form the key points of success in change implementation. Good leadership means that cooperation among the employees and the management is heightened and supported. There is evidence of perfect relationship and collaboration bringing the employees and top management to an agreement. In addition, motivation plays a role in fuelling the decisions of the change leaders. Change is initiated accordingly based on the current needs (Professor Mike, YouTube).

 The argument provided plays a major role in organizational performance and employee motivation.