Change Management

[Author’s name]

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**Introduction**

Change management is defined as the systematic process that links with different practical tools and techniques (Brown & Katz, 2011). The main focus of utilizing these practical measures is to ensure the proper management of people when it comes to the adoption of any change in the organizational setting. It is worthy to mention that different philosophies and models associated with the practical perspective of change management. Here the main focus is to critically evaluate two significant change management philosophies and models.

**Discussion**

It is important for organizations to effectively adopt the approach of change management to deal with the growing competition in the market. When management of the organizations has the aim to launch different new projects or initiatives to improve performance level or handle different organizational concern than the approach of change management is evident. It is one core responsibility of the higher management of the organization to align its workers with the phenomenon of change and helps them with dealing with their personal transitions.

**Examination of the Reasons for Successful Organizational Change**

There is a need for identifying specific reasons that play their role in the entire perspective of organizational change. This form of consideration is vital to determine the actual foundations of successful organizational change. It is important for the management to have a clear idea that what are practical requirements when it comes to the need for change in the organization. Active involvement of higher management is the key aspect involves in the entire scenario of executing change successfully. It is essential for the organizational leaders to have confidence in the success of all the proposed strategies to ensure a change in the organization (Hickman & Silva, 2018). A clear vision of change is another important perspective that eventually ensures the successful form of change management. It is crucial for the decision-makers to have a clear understanding that which area of the organization requires the phenomenon of change.

**Evaluation of Personal Experience**

As an employee, people have to experience different forms of organizational change. The practical implications of organizational change can observe in both successful and unsuccessful forms. I also experience different forms of organizational changes as the active part of the organizational setting. These changes can figure out in both forms of successful and unsuccessful changes. Undoubtedly, change management is not an easy domain that comes up with different challenges and forms of consideration. I worked in a manufacturing company which is dealing with the issue of increasing competition in the market. At the first stage, the new pricing strategy was adopted by the management to enhance market share but eventually, it turns as the failure for the organization. It is a significant example of the unsuccessful approach of change imitated by the management of the organization. To deal with the issue of growing competition in the market, the organization later adopt the factor of change in the form of consideration of the research and development department in the organization. It is observed that change in the form of an established R&D department successfully plays its role to increase the productivity level for the organization.

**Consideration of the Organizational Change Philosophies and/or Models**

Consideration of different philosophies or models of the organizational change is essential to make better inferences about the aspects of successful or unsuccessful forms of organizational change experiences. The theoretical foundations of philosophies of organizational change help to better identify particular assumptions that involve the different perspectives of organizational change management. Two major models of change management in the forms of Lewin’s change management model and Kotter’s theory. The main aim of this form of consideration is to ensure proper understanding of the successful and unsuccessful forms of organizational change.

***Lewin’s Change Management Model***

This specific model is recognized as the widely used theoretical foundation to achieve the objective of organizational change in the organizational setting. This model explains that there are three major stages of change management recognized in the forms of unfreezing, make changes, and lastly refreeze (Cummings, Bridgman, & Brown, 2016). It is significant to evaluate the unsuccessful attempt of the organizational change that appears in the form of changing pricing strategy. The first phase of this model helps to identify that currently how the organization is operating when it comes to enhancing its market share. The second stage is established as the adoption of practical measures to ensure the perspective of change. It is established that this stage was not properly handled by the management (Wojciechowski et al., 2013). The last stage of the model was also not effectively considered in case of a new pricing strategy. It was established that the opportunity of change is never successfully availed by the management at the first attempt.

***Kotter’s Theory***

The theoretical domain of Kotter’s theory also helps to proper adoption and execution of change in the organization. The focus of this particular model is to ensure the adoption of change according to the changing requirements of the business environment (Appelbaum et al., 2012). The first phase of this model of change is to successfully create a sense of urgency that ensure the proper involvement of all the stakeholders in the form of motivating them towards the need for change (Pollack & Pollack, 2015). This specific line of action is adopted by the organization when it comes to the practical idea of developing an R&D department in the organization. Development of a strong coalition between all the aligned members helps to achieve desired targets of organizational change.

**Conclusion**

To conclude the discussion about the approach of organizational change, it is critical to indicate that it is an important aspect for the organizations to successfully deal with the growing concern of market competition. It is essential for the management of the organization to timely recognize the need for change and adopt suitable practical measures to ensure the successful form of organizational change.

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