Change Management - “Transforming Organisations”

The story of Amazon turning from rags to riches has been awe-inspiring. The bookselling store gradually metamorphosed itself into an e-commerce giant in the ensuing two decades. During all these years, it has been led by the same man Mr Jeff Bezos. The formula for their astronomical rise can be attributed to the versatility of the management to adapt to the changing times. The approach to induce and inculcate such change in an organisation forms the crux of the term “Change management”.

Change management can be defined as a systematic approach to deal with the transformation of organisation in respect to its goals, process and core values. The objective behind such a process is to successfully implement strategies, controlling change and help people in accepting and adapting to such changes. The transformation of inputs into output requires some form of organisational change. Resistance to change is certain due to instinctive human nature, but managing such change in a controlled and structured manner is a real challenge. As Business setup caters to varying demands in times of such disrupting technology, change management teams have become a crucial component of the institution’s growth.

As the business model has turned complex from the traditional barter system to sophisticated multi-national corporations and joint ventures (JV), so has the systematic approach to change. Three most common type of organisational change includes

· Developmental change- Any process that intends at optimising the previously adopted policies or strategies.

· Transitional change- Strategies that shift an organisation away from its current state to state intended for, so as to solve the problem(e.g.- the merger of two companies)

· Transformational change- Radical change that seeks to fundamentally alter organisation culture, values and processes.

Institutions respond to changes in different ways. One simple method of understanding such reaction is through the application of metaphors. For e.g. - Institution can be regarded as an organism or a political system and then the effect of such change is analysed on the system. Viewing the importance of change management in growth and turn-around of an organisation, it has been subjected to intense research and analysis. Many change management models have been proposed and successfully implemented in an organisation. Some of the important models are Kotter 8 step process, Carnall, Lewin, ADKAR, Bridges, McKinsey 7s Transition model etc. Each of these models has a significantly different approach and they apply different metaphors. For eg-Carnall model applies to institutions that operate like political system.

Along with these transition models, there are change management tools that help change management officers analyse, research and implement changes. These tools range from simple Excel spreadsheets to relatively complex and daunting Gantt charts. Larger business organisations use specialised software suites to record and analyse change logs thus providing analysers and stakeholders with a comprehensive overview of change and its effect. Popular

change management software includes ChangeScout from Deloitte, Remedy Change Management form BMC software etc. Application of these models along with these performance tools requires skilled manpower having ample domain knowledge. For guiding change management practitioners through the transformation process, there are plenty of change management training programmes.

Taskbay is one such organisation which conducts change management training programme online. The course is conducted by some of the highest qualified, certified and accredited trainers. Highly Interactive nature of course along with an opportunity to have insights into industry best practices and case studies makes this course highly rewarding. The course is at par with global standards and course completion certificate would be provided to practitioners at the end of the training session. In the era of disruptive technologies such as AI, Blockchain it is rare to spot any organisation keeping itself aloof to such change. Hence, it is high time that those practitioners, who are aiming to build their portfolio in such flourishing domain, get themselves enrolled and benefit from the expertise of Taskbay.