



Why Change Management?

What can happen if you don't manage the change:

- ✓ Productivity declines as stakeholders get consumed with the change
- ✓ Passive resistance festers
- ✓ Active resistance emerges and sabotages the change
- ✓ Valued employees leave the organization
- ✓ Employees become disinterested in the current state and the future state
- ✓ Employees begin arguing about change and the direction of the company
- ✓ People are left to wonder why the change is happening
- ✓ More people begin taking sick days or not showing up for work
- ✓ People find work-arounds to avoid implementing the new way of doing things
- ✓ Employees revert back to the old way of doing things
- ✓ Changes are not fully implemented
- ✓ Changes are scrapped and cancelled due to the lack of support throughout the organization
- ✓ Divides are created in the organization between "us" and "them"
- ✓ The organization builds a history of failed and painful changes
- ✓ Many types of risk are created – risk to the project, to the organization, to the employees involved and to the individuals supporting or chartering the change

What can happen if the change is effectively managed:

- ✓ Employees have a good understanding of why the change is happening
- ✓ Employees engage in both the solution and the change
- ✓ Training is used to build knowledge after employees have made the decision to support the change
- ✓ Resistance is identified and dealt with early on in the process
- ✓ Senior leaders demonstrate their own and the organization's commitment to the change
- ✓ Communications are segmented and customized for different audiences, answering the questions that they care about
- ✓ Momentum is built throughout different areas and levels within the organization
- ✓ Changes are less painful to the organization and to the employees
- ✓ A coalition of support among senior leaders and managers creates momentum throughout the organization
- ✓ Probability of meeting project objectives is increased
- ✓ The organization begins to build a history of successful change, creating a better "backdrop" for the next initiative