

# The Manager's Role During Change



Whether you're experiencing drastic change or something more gradual, you can achieve your goals by understanding change management and its strategies.

## Five types of changes organizations may experience

- **Evolutionary Adaption:** Large changes brought about with a minimum of upheaval
- **Developmental Change:** A change that improves the organization's way of doing things
- **Transitional Change:** Results in design or implementation of something different
- **Drastic Action:** Immediate change forced on the organization due to a significant event
- **Transformational Change:** An organization must alter entire way of doing business

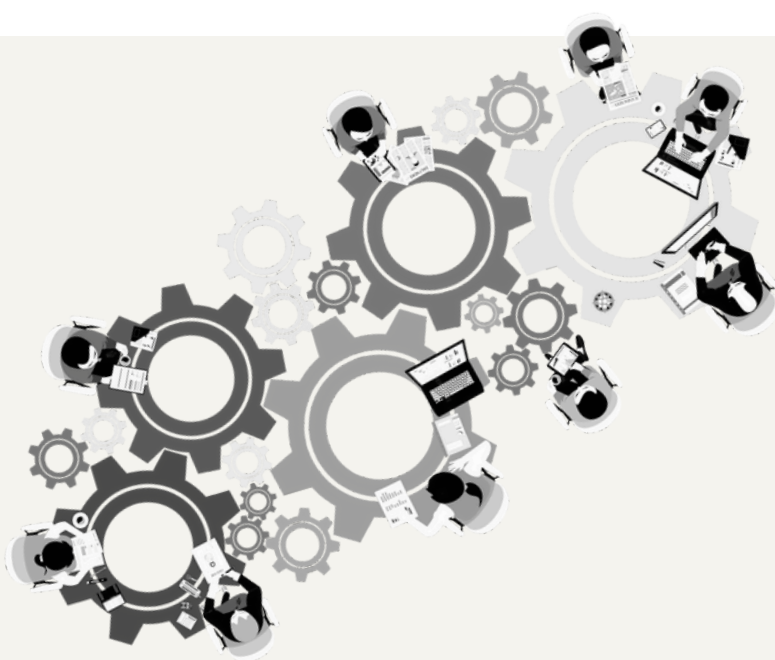
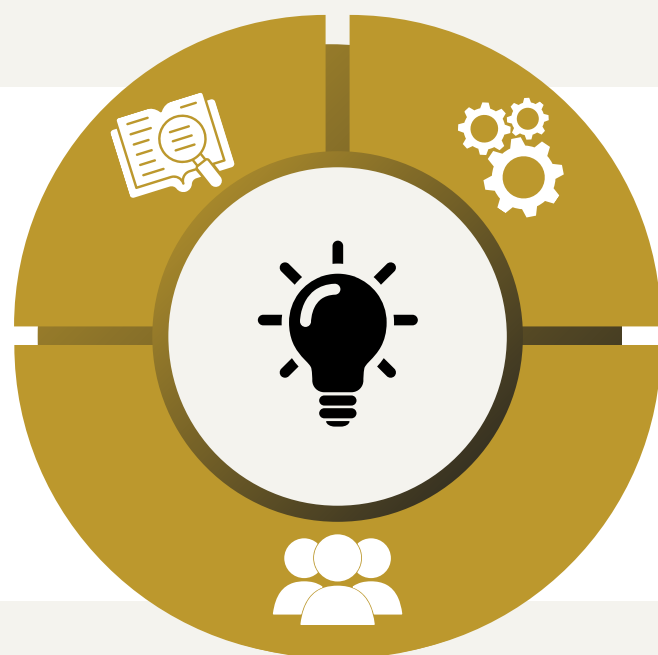


Change management is the ability to prepare, equip and support individuals in successfully adopting change. Factors that can influence change include:

- Environment
- Marketplace
- Technology
- Expansion
- Customer needs

**Think ahead** about how to manage change to ensure an orderly implementation process, and consider these three key elements:

- **Content:** What must change, and why
- **Process:** How change will happen
- **People:** Influencers and those impacted



- **Change leader:** Provides direction and support to others throughout change process
- **Change sponsor:** Authorizes the change
- **Change agent:** Implements the change
- **Change target:** Those who must actually change
- **Change advocate:** Supports change but lacks authority to implement it

## Change overload and how to deal with it

Everyone responds differently to change. Here are common feelings people may experience, along with ways to alleviate these feelings:

- **Change doesn't make sense:** Address by explaining how the organization's goals link to team members
- **Left out of change process:** Avoid this by having open two-way discussions on how the team can implement changes
- **Insufficient time to process change:** Hold individual and team discussions to brainstorm ways to overcome obstacles
- **Multiple changes within a short period of time:** Provide as much information as soon as possible so everyone knows what to expect
- **Timelines seem unrealistic:** Explain why there are short timelines to gain buy-in, and explore ways goal can be achieved
- **Lack of support:** Mitigate feelings by showing genuine care. Remove barriers where possible
- **Negative past experiences:** To avoid any related worries, focus on future benefits
- **Lack of engagement:** Ask probing questions, address impact and what will be done differently, and explain the benefits of change

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