

Using Change Management Strategies

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- Nov 3, 2011
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Change Curve - [larry_odebrecht](#)

A company must effectively employ change management strategies to prepare employees for the change and to make the change successful.

Change management allows you to effectively and efficiently deal with change within your organization. Before you attack any change, you are going to want to know as much about the change that you are intending to make. You need to ask questions about what is needed and what the goals of the change are. You also want to flesh out a plan about how you intend to implement the change within your organization and the possible risks involved with the planned changes.

Employing an effective change management strategy involves several steps besides the ones mentioned above. First of all, you need to understand that change is essential. Change gives you a competitive edge, allows your company to be more efficient and eliminates wasteful processes. But, while change is necessary, it's not going to be easy.

Steps Needed to Be Successful

In order to successfully launch and maintain a change management strategy, you need to follow a certain set of guidelines. Your first step should be to tell your employees why the change is necessary. Communication can make or break any change management strategy. Communicate what is going to happen before you start implementing your plan. Make your employees understand that while change is risky, it is also required.

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Get your employees engaged in the process. If you already work within a company where employees are involved in the management of the company and they trust their management team, this will be fairly easy to do. If not, you will have a harder task ahead of you. People are almost always against any change. Reward good behavior and set your employees up for success. Some of the initial changes should be easy for your employees to adopt.

You need to make your employees comfortable with the change and have patience and understanding. This is a big step for them. They're going to be moving out of their comfort zone, losing known structure. They could also possibly be losing their support system if their coworkers get laid off. Second, you need to have the support of your management and executive team. Without their complete understanding and active sponsorship, your plan could fall flat.

Analyzing the Change

Finally, you need to plan and analyze every step of the change. You need to need to have a plan that covers every step before, during and after. Document every change that has been made. You can see an example of a change management request/record form in our Media Gallery. You need to look at your change management strategy over the long-term. Things don't happen overnight. Consider how your present changes will affect your company for several years to come.

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Evaluation and realignment is key to any change management strategy. People have a tendency to slip back into their comfort zone. You need to be constantly aware of the attitudes and behaviors of the people within your organization to make sure that they stay with the change. You are changing not only their behaviors, but their views of what they do. It could take some time.

If you stick to your plan, you will be able to anticipate any issues with the change by following the rules for which you have given yourself. This allows you to focus your energy on the planning stage, implementation and review of your strategy as opposed to constantly having to deal with problems.

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