Organizational Change and Development

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Definition of Change

Organizational change refers to the movement of the organization away from what is in the present to something that is desired in the future to increase the efficiency of the organization

Trends of changes that occur to the organization

Organizations, like living beings, constantly need to adapt to survive. In particular, the globalization of the Information Age has had a serious impact. to various elements of the organization that must be changed, including

1. Structure
2. Demographic
3. New Work Ethic
4. Learning and knowledge
5. Technology and access to information
6. Emphasis on flexibility
7. Fast-paced change

Things to consider for changes in the organization

In principle, the organization should change various factors of the organization to suit the performance of the mission and strategy at all times. By using an analysis technique called SWOT (SWOT analysis technique), which must be analyzed to know the Strength and Weakness within the organization and must analyze the external environment in terms of Opportunities and Threats that will affect the operation of the organization. to be taken into account that there What elements need to be improved and changed? in the following six key elements

Goals and strategies	Structure
Technology	Process
Job redesign	People

Process of Change

Change is a sequence of events. Kurt Lewin, a famous psychologist has divided the steps of the process The change is divided into 3 phases, namely the Unfreezing phase, the Changing phase, and the Refreezing phase.

Type of Change by Pierce & Gardner

- Reactive Versus Proactive Change
- Change and Innovation
- Technology Change
- Structural or Procedural Change
- People Orientated Change
- Technostructural & Sociotechnical Changes

Resistance to Change

Dealing with Resistance

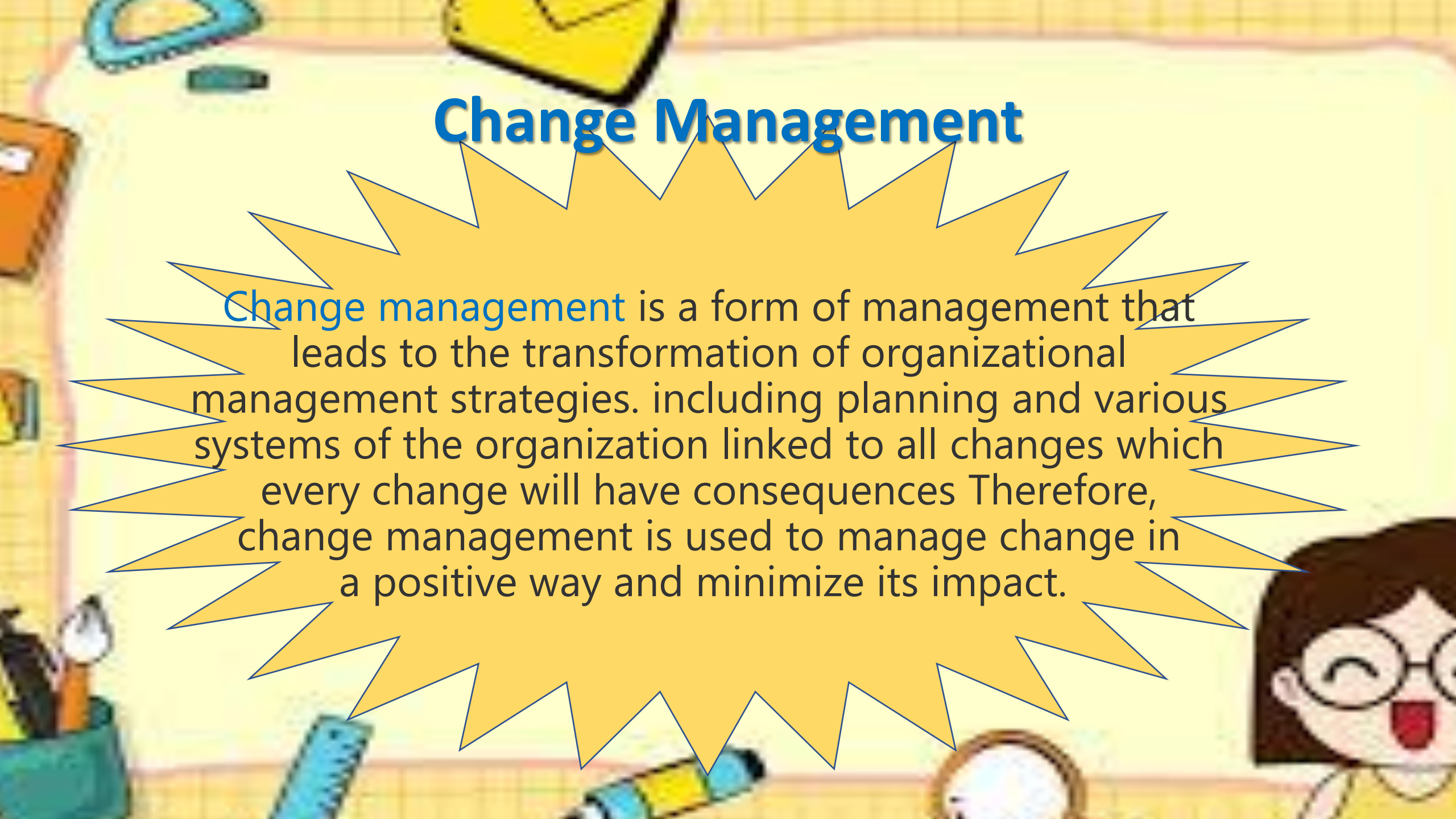
- Education and communicating
- Participation
- Facilitation and support
- Negotiation
- Manipulation and co-optation
- Coercion

8 Accelerated steps to change by John P Kotter

1. Establishing a greater sense of urgency
2. Creating the guiding coalition）
3. Developing a vision and strategy
4. Communicating the change vision
5. Empowering others to act
6. Creating short-term wins
7. Consolidating gains and producing even more change
8. Institutionalizing changes in the culture

Change Management

Change management is a form of management that leads to the transformation of organizational management strategies. including planning and various systems of the organization linked to all changes which every change will have consequences Therefore, change management is used to manage change in a positive way and minimize its impact.



Change Management by Categorizing

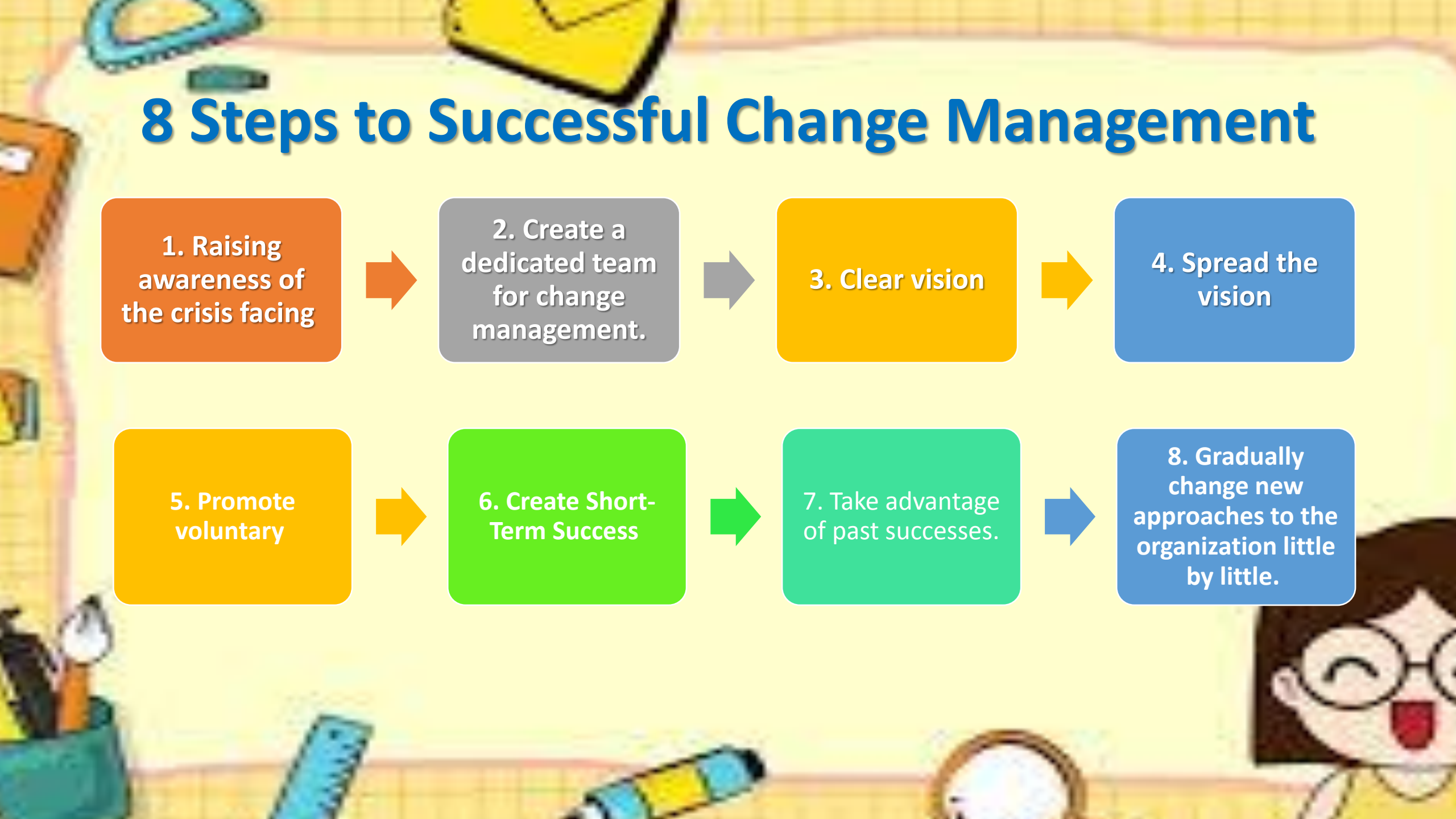
1. Individual Change Management Individual Change Management is a change management that **Focus on changing employees is important.** with the understanding that What does it take for an employee to be able to change successfully? And also know how to help that employee get past the same point.

2. Project-by-project change management Project-by-project change management will **Emphasizes a group of employees working together on projects** that need to be identified in which projects need change. and what needs to be changed clearly

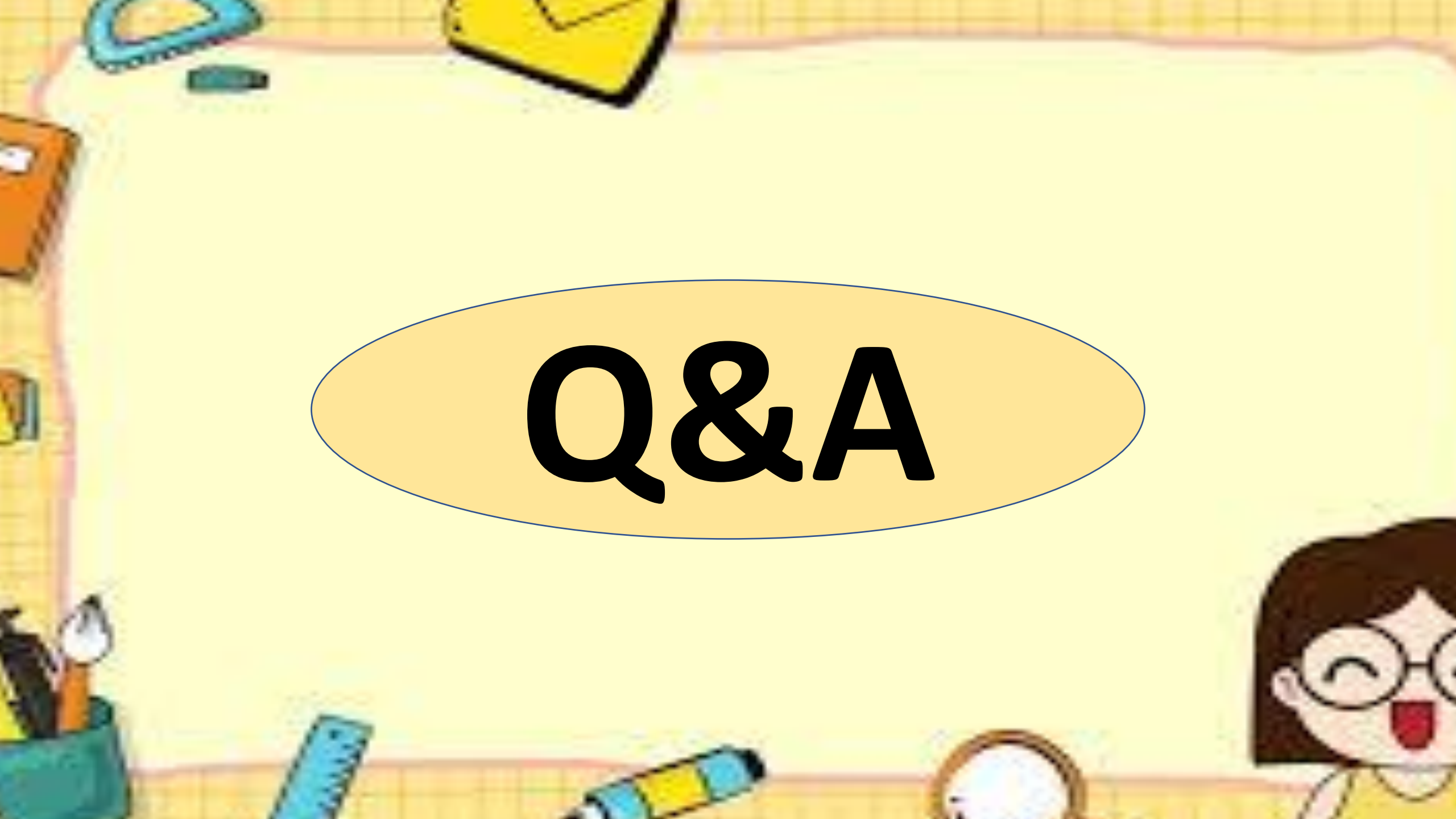
3. Organizational Change Management Organizational change management requires **Obvious in all holistic** is to respond to market changes. customer requirements and social conditions, integrating it with other management strategies, then specifying a plan of action for change. to communicate to everyone in the organization to move in the same direction

8 Steps to Successful Change Management

1. Raising awareness of the crisis facing
2. Create a dedicated team for change management.
3. Clear vision
4. Spread the vision
5. Promote voluntary
6. Create Short-Term Success
7. Take advantage of past successes.
8. Gradually change new approaches to the organization little by little.



Factors Affecting Organizational Changes

1. Competitive Forces
2. Economic, Political & Global Forces
3. Demographic and Social Forces
6. Ethical Forces

Q&A