

CHANGE MANAGEMENT

Change management is a two-pronged process; the first relates to the perspective of those seeking to implement the change – **management**; the second is that of the perspective of those at the receiving end of change - **the individual employee and/or the customer**.

From an organisational perspective management need to:-

- Identify their business needs or opportunities.
- Define the project to be undertaken; it's scope and objectives;
- Design the new processes and organisational structure;
- Develop new processes and systems;
- Implement the change into the organisation.

From the individual aspect the employees will need to:-

- Be made aware of the need to change; grasp the idea of change;
- Actively participate and support the envisaged change;
- Have the wherewithal to implement the change on a daily basis (employees);
- Support management in order to keep the change in place (employees).

Managing change can be a lengthy process as it involves a broad spectrum of those processes and professional areas of expertise which are aimed at introducing change successfully. Undertaking change management in a relatively organised manner can prove to be extremely constructive to all concerned. Change management is a proactive process which requires dedication from all concerned to execute, measure and implement. The very idea of Change Management can appear daunting to an organisation who has always worked in a certain way for over a long period of time.

Phoenix Management Consultancy & Research are experienced in dealing with those issues which change management can bring to the fore. Our change management processes and tools are designed for managing both the people side of the change at an organisational level and the processes required to adapt to those changes. These tools include a structured approach that can be used to effectively manage change. When combined with an understanding of individual change management, these tools also provide a framework for managing the people side of change and can help to strengthen the implementation of change management.