

News

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COURAGE TO CHANGE MANAGING CHANGE AND LEADING THROUGH TRANSITIONS

We are living in a world in which the word “change” defines the new work order. Running a business would be simple if the directors and managers only had to think about what went on inside the business. However, business planners have also to act and react to what happens outside the factory and office walls. These external factors will affect the main internal functions of the business and possibly the objectives of the business and its strategies.

The technological change that occurred slowly over centuries or decades has now been transformed into continuous and pervasive change brought on by the computer chip. Tumbling oil prices are draining hundreds of billions of dollars from the coffers of oil-rich exporters and injecting a much-needed boost for ailing economies in the industrialized world. A prolonged period of low oil prices as well as the sanctions on Russia will also likely result in durable economic, political and geopolitical changes that will have important implications – some good, some bad – for many businesses.

Change management: A strategy for leading through times of change

Organizational leaders no longer have the luxury of contemplating if they will make changes, but rather must decide how they can transform their organization in order to survive a rapidly shifting environment. To meet these challenges, firms have to become more sophisticated in the best practices for organizational change management.

For a change management department to be successful there needs to be meaningful consensus and collaboration from all internal parties and disciplines in strategy. The organization must know exactly where it stands, then determine where it wants to go and how to get there. Key questions are: How can we exploit our strengths? What do existing and future customers want? How do we avoid threats? Objectives give the change process a clearly defined target.

This requires continuous management focus, including technology improvements, cost control, productivity enhancements and regu-

lar reappraisal of your asset portfolio, business processes and structures.

Skilled change managers always make the most of their company's existing culture. Instead of trying to change the culture itself, they draw emotional energy from it. To use this emotional energy, leaders must look for the elements of the culture that are aligned to the change, bring them to the foreground, and attract the attention of the people who will be affected by the change.

Personal touch: Attracting the attention and winning the support of employees

Once agreed, plans can be drawn up, implemented and then progress measured. Although all successful change management initiatives start at the top, it's important to engage employees at every level early on. Presentations and e-mail messages will arouse curiosity and some interest, but old habits will not die without effort. Rather than pushing the solution, personal touch allows change managers to build relationships and encourage others to discuss the new idea in the context of their individual roles and problems.

Managing the challenges may require support from external professionals who have experience in transforming a change organization. They can develop training, coaching and monitoring requirements to equip leaders and staff with the essential skills to seamlessly implement change within your organization.

The process of change can bring stress to even the strongest organization. Leaders will struggle and so will the people they are trying to convince. MFB Resultants works with leaders and key stakeholders in your organization to create a shared vision of desired change projects and develops those strategies needed to make that vision a reality. We work with your management to devise a comprehensive training/change management strategy, aligning the strategy with long-term business goals.

MFB Resultants – We deliver results.