

# **Small Business Enterprise**

## **Lesson 9**

### **Change Management Theory**

# Change Management Theory

1. John M. Fisher's Change Model
2. John Kotter's Change Model

# Change Management Strategies

- Before you begin instituting any change, you need a framework from which to build. This is known as the structured change management methodology.
- Structured Change Management method allows you to not only overcome resistance by employees, but plan for that resistance. You can enhance your chances of success by appealing to the most affected employees in the process and using them to advance your plan.

# John M. Fisher's Change Model

- Based on earlier studies by Elisabeth Kubler-Ross who identified five stages of grief. Fisher identified eight stages that people follow in succession through a change process
  1. Anxiety and Denial
  2. Happiness
  3. Fear
  4. Threat
  5. Guilt and Disillusionment
  6. Depression and Hostility
  7. Gradual Acceptance
  8. Moving Forward

# John Kotter's Change Model

Kotter identified eight steps that need to be taken in order to manage change successfully.

1. Establish a sense of urgency
2. Form a powerful guiding coalition
3. Create a clear vision
4. Communicate the vision
5. Empower others to act on the vision
6. Plan and create short-term wins
7. Consolidate improvements and produce still more change
8. Institutionalize new approaches

# John Kotter's Change Model

- These steps are based on a solid foundation of communication, empowerment and focus. Once the change has been made, it is important to embed the new approaches, so that people do not slip into old habits. Monitoring, feedback and intervention are necessary for a sufficient period after the changes has occurred -

# Change Strategies

- Make a list of questions and answers that will help you build your own strategy.
- Learn what questions you should ask yourself as you build your change management plan.
- Create a plan in advance

# Change Strategies

- Involve everyone in your organization - employees, management and stakeholders (helps to ensure that the transition that you are implementing is successful, it will also help you diagnose problems with the transition before they become a crisis).

# Reference

- <http://www.practical-management-skills.com/change-management-theories.html>