

Change Management

presented by

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Introduction

Change is a process,
not an event.

- What is Change Management?
- What are the changes in our business?
- How often do we think about change?

3 Basic Questions

- Do we need to change?

Change is a process,
not an event.

- Why is it so difficult to change?

- How do we make changes?

Strategy vs Planning

- Are strategy and planning the same?
- Strategy – where we want to go
- Planning – how we get there

Do we need to Change?

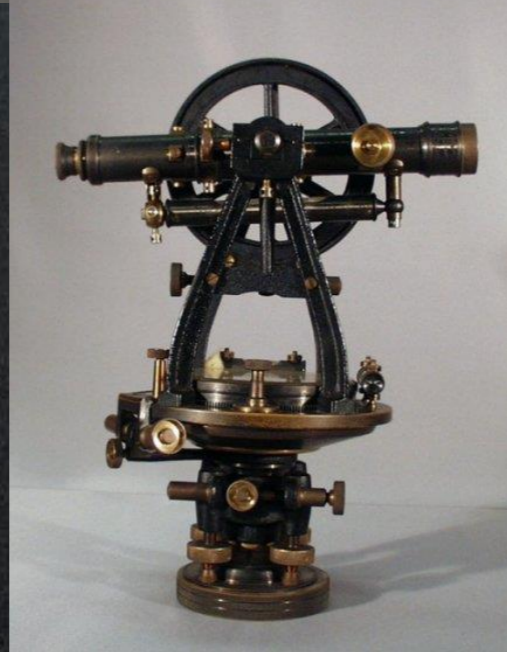
- Business is all about sustaining competitive advantages
- The only thing constant nowadays is change
- Changes in world economies & business environment
- Need to link business strategies to changes of environment
- The world is changing so must you!

The importance of change management

- To meet changing market
- To create new products/services
- To meet changing demand
- To respond to new technology
- To become more efficient & effective
- To remain competitive



There are changes you cannot afford not to change



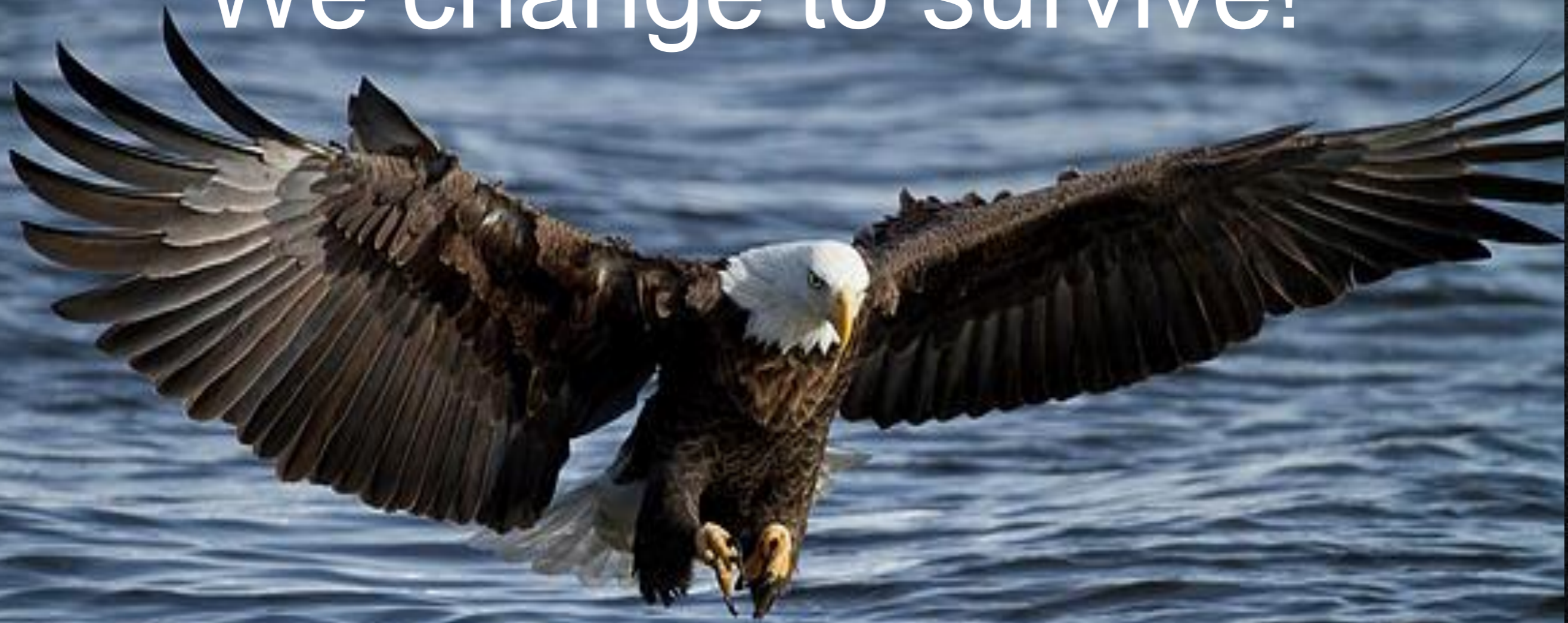
We change to gain competitive advantage



The story of the eagle



We change to survive!




Imagine the eagle hasn't changed!

If we don't changed!

- We will be behind
- We will be out of business
- We don't change, others will
- Change – the game of survival!

the effect of change

- Make our job easier, faster
 - Speed, efficiency
 - Updated – real time information
 - We need to constantly scout our business environment to find competitive advantages
- 
- A bald eagle is shown in flight, its wings spread wide, against a background of a blue sky with scattered white clouds. The eagle is positioned on the right side of the frame, flying towards the left. The text of the list is overlaid on the left side of the image.



But are we changing?

Why is it so difficult to change?

- We stick to our old ways of doing things
- We don't see the need to change
- We are not willing to change
- We don't know how to change

Organizational Transformation



- **Why old management systems fail?**

- **Centralization – slow**

- **No guiding vision**



- **Slow communication**

- **Low delegation**

- **Political tussles**



- **Individuals or departments only concern with own goals and targets**



How to make Changes?

- Good leadership – vision and strategies
- Common long-term aim
- Anticipate conflicts but set priorities in light of overall vision
- More change, not less
- Leadership/management from below
- Reduction of unnecessary interdependencies

The Changing Steps

The Lewin's 3-step Model

- Unfreezing the present level
- Moving to the new level
- Refreezing the new level

