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Change Management

Part 1

Kotter's eight steps model is one of the popular change management approaches applied by companies. One of the model's limitations is that skipping any stage exposes the process to risks, meaning the managers have to follow all steps. The first step is creating urgency, and skipping this step makes the parties involved less motivated to accept the change, leading to failure. If the second stage on coalition creation is skipped, a positive direction would not be led because the urgency element would not be sustained. A coalition is established so that a powerful force to drive the changes is built. When the vision creation stage is absent, getting the people on board would be challenging as they would have nothing to desire. With vision, parties see the expected future making them cooperate to attain it.

Another stage in the model is obstacles removal, whereby if not done, negative attitudes and organizational structure would be implemented, thus preventing the success of the process. Kotter also says that short-term wins need to be created; otherwise, the stakeholders would get tired and become complacent. The change process takes a long time, making people give up if the small wins stage is skipped. If the change building stage is skipped, victory would be declared too soon, which alters the nurturing process. It is risky as parties would assume that the process is over other than supporting it. Finally, if the step on integrating the corporate culture changes is assumed, the acceptance of the new ways would be tough, while resistance would increase.

Part 2

Orridge and Company Limited offers stock take solutions to pharmacies, retailers, supermarkets and companies' supply chain sections. To ensure better operations, the company

has invested in innovations, causing changes in the different sections. Change management is a vital aspect for the company so that the intended outcomes are attained. For instance, it helps a company to compete healthily with other firms in the same sector and for that reason have long sustenance in the market and the industry at large. Kurt Lewin's change model consisting of three phases is suitable for the company. Unfreezing is the first stage, whereby the organization's stakeholders are prepared to change by making them understand and accept that changes are needed (Hussain et al., 2018). The Orridge Company parties would be persuaded that the change is needed, support gathered, a strategy and plan to communicate the need to change developed, and the expected uncertainties handled. Normally, the activities are implemented to let the workers and other parties understand that if changes are not implemented, the company's long-term success would be affected.

The second step involved in Lewin's change model is transitioning, also known as the change stage. In this stage, the actual changes occur, and the leaders' focus is supporting the members to transform well (Connelly, 2016). One of the actions done in this stage is increasing communication to let the employees know the changes' effects. Also, hearsay is handled here by conducting many sessions to answer the stakeholders' questions about the process. The leaders must understand all implications so that the answers given are straightforward and satisfying. Again, actions are encouraged here, in that people execute the required roles, for example, are engaged in team works. It makes the leaders understand people's attitudes and identify the possible gaps in the process and handle them. The last step in the model is freezing, referring to where the new ways are integrated into the organizational culture. The focus here is ensuring that the changes are sustained, thus becoming part of the organizational culture. Notably, support needs to be provided here, especially by the managers, to not give up on accepting the new ways.

The moment they do not give up on the new changes it helps them to perform better in their respective positions. For instance, they should be role models in implementing new ideas and increasing their interaction with them. Apart from that, success needs to be celebrated. Leaders reward the parties involved, making them motivated more to adjust to the changes. Again, it encourages the workers to keep on pushing forward in meeting the goals of the company. Thus, Orridge and Company Limited leaders would create a good relationship with the employees, understand their attitudes towards the changes and boost communication to make them convinced that accepting them benefits the company. Besides, they would be awarded so that they feel valued and appreciated and therefore uphold the changes. With this in place, it will help to strengthen the relationship between the management and staff at the same time ensure the changes last in the long run.

References

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