



But We've Always Done It This Way...

Change is inevitable. More and more organizations today face a dynamic and changing environment. The oft-heard rallying cry in today's organizations is "Change or die." Survival in today's global economy requires organizations to be flexible and adapt readily to the ever-changing marketplace. Change has become the norm. It is as necessary for organizations to pay as much attention to the psychological and social aspects of change as they do to the technological aspects.

Organizational change occurs only when the forces that promote it overcome those that resist it. An organization's need for change often conflicts with its members' need to maintain their sense of personal security. Thus, people and organizations naturally tend to resist change. To overcome resistance and create a future that embraces collective organizational change, the change agents must help people understand why change is necessary and desirable before they will accept it.

Successful organizations foster a positive attitude toward change by anticipating it and purposefully planning for change. Change must be addressed in an intentional, goal-oriented manner. Change is something that people should do, not something that is done to them. People are more comfortable with change when they participate in planning for or implementing it because they gain some sense of control which reduces their fears.

In this workshop participants will:

- Explore the forces of change
- Discover the benefits of change
- Understand why people and organizations resist change
- Realize your organization's cultural attitude toward change
- Utilize a tool for assessing the climate for organizational change
- Recognize change-related behavioral stress symptoms
- Develop strategies to constructively manage organizational change
- Learn a process for systematizing a change management plan
- Learn how to involve the impacted parties in effecting the change