

26<sup>th</sup> April 2017

# Why fast Change Management isn't necessarily the best way to change

Everything needs time – this goes also for every new process or change in business or organization. Unfortunately, there are a lot of misunderstandings regarding the approach to use when it comes to Change Management. Acting quickly and without losing precious time, however, not always means long-lasting success. At first sight, quick changes and the realization of short-term solutions might seem to increase your success, but a closer examination will confirm that only a good Change Management strategy will bring you the desired long-term results and a sustainable implementation of new processes.

## **Change Management as an instrument for sustainability**

Whether the change will have success or fail immediately, usually, depends on how it is managed. As human beings, we tend to be averse to change and in our fast and increasingly changing world, we can be sceptical and resistant to anything new and unfamiliar. Sometimes, it is also hard to imagine the positive effects of change in the distant future. For these reasons, the awareness of sustainability of processes or change has great importance for a successful Change Management results. Having this in mind, introducing change based on a sensitive and collaborative approach, will be more likely to be successful.

## **Creating a vision of Change**

The first step for successful Change is to clearly identify a vision for the change process. The vision should clearly highlight who, what, why, when, and how the change will happen. A persuasive vision for change needs to relate to the current identity of the company and the core values of the business. Another key determiner is communication. Employees, partners or clients must be introduced, in every necessary detail, to the new process, to understand the risks as well as the benefits. The technical term for this step is "Unfreezing". Unfreezing means to change people's mindset towards the current state of the organization. They should get an idea of the upcoming journey, why a change is

needed and how to achieve it. If people don't understand why they need to change, they won't change.

Therefore, it's often easier to lead a Change Management effort in a failing company than in a successful one. This explains why it is so important to prepare all stakeholder to guarantee a successful process implementation.

## Implementation and monitoring Change

A careful monitoring of the entire change process is essential to be able to measure its impact and success. All parties need to be informed about how things are progressing, the results that are occurring and whether the change has reached its objectives. During this process employees but also clients must feel confident and motivated about the proposed plan.

Monitoring the achieved change steps during the process is important to set the understanding that success is possible but also that it should be implemented by using a slow and well-reflected approach.

Monitoring is crucial to ensure the process is following the planned guidelines but also to adjust the implementation according to the feedback, external circumstances or new ideas.

## Making Change sustainable

If the implementation was successful until now and created a competitive advantage, the question should be "how the current situation can be sustained for a longer period of time?". For the realization of sustainability, the following tasks factors are decisive: high levels of commitment, resistance reduction, collaboration encouragement, communication, connection to business core values and fostering motivation.

Sustainability also means to establish a successful change procedure in people's mind to increase the awareness towards change. Therefore, a positive feedback and a detailed reflection on the process should be conducted.

Zulla Consulting & Partners with its strategic foresight and multiple years of experience will support your company by developing tailor-made solutions based on a wide series of methods and best practices identifying the change needed by your business, as well as adapting it to the needs that the new digital era brings with it.

For additional information and an initial consultation, feel free to contact Daniele Zulla at [zulla@zulla-consulting.com](mailto:zulla@zulla-consulting.com).

## Sources

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