



CHANGE MANAGEMENT



CHANGE

“The only thing constant in life is  
change”

- *François de la Rochefoucauld*



CHANGE

**Activity**

**New Directions**



# Managing Change Effectively

- Change must be realistic, achievable and measurable.
- For effective management of personal as well as organizational change, ask yourself:
  1. What do we want to achieve with this change?
  2. Why, and how will we know that the change has been achieved?
  3. Who is affected by this change, and how will they react to it?
  4. How much of this change can we achieve ourselves, and what parts of the change do we need help with?

# Illustrations of Change Management concepts using Aesop's Fables:

Gentle persuasion rather than force

The North Wind & the Sun

The need for tolerance

The Oak and the Reeds

Lead by example and evidence

The Crab and his Mother

The Miller, his Son & the Ass

No single change is likely to please everyone

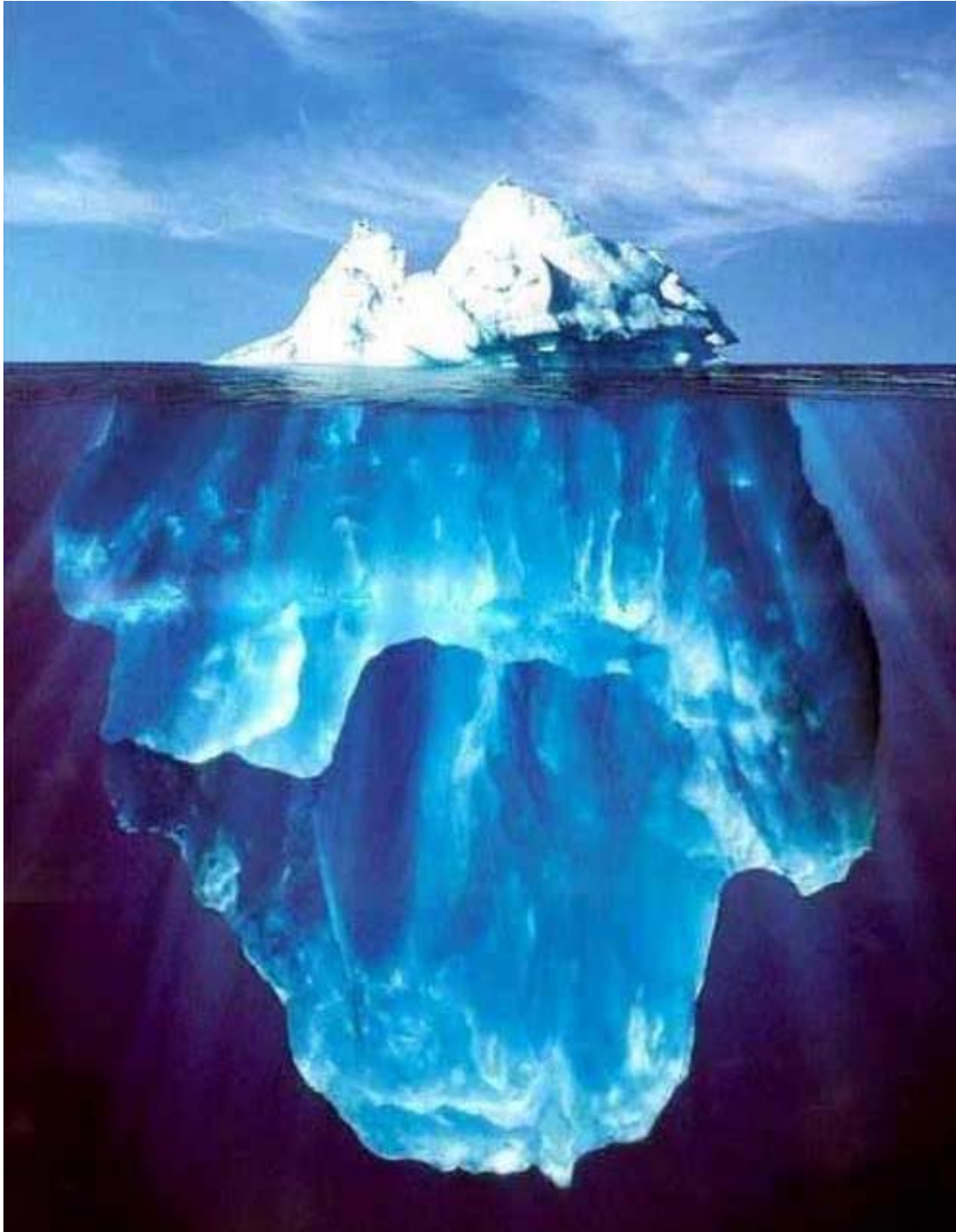


CHANGE

Activity

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Group Juggling



# The Eight Stages of Successful Large scale change:

John P. Kotter

S.No	Steps	New Behavior
1	Increase Urgency	People start telling each other, "Let's go we need to change things!"
2	Build the guiding team	A group powerful enough to guide a big change is formed and they start to work together.
3	Get the vision right	The guiding team develops the right vision and strategy for the change effort.
4	Communicate for buy-in	People begin to buy in to the change, and this shows in their behavior.
5	Empower action	More people feel able to act, and do act, on the vision.
6	Create Short term wins	Momentum builds as people try to fulfill the vision, while fewer and fewer resist change.
7	Don't let up	People make wave after wave of change until the vision is fulfilled.
8	Make change stick	New and winning behavior continues despite the pull of tradition, turnover of leaders, etc.





CHANGE

Video



Teaching a Baby How to Walk

# Contact Information

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