

The Challenge of Change

The Challenge

- ***Are major changes on the horizon – either for your organization or you as an individual?***
- ***How prepared are you to lead a change initiative?***

Organizations continually change and adapt – whether driven by economic, market or technological shifts - and the long-term success of an organization is based on its ability to evolve. Those who don't, or can't, will fail to meet their objectives

What is Change Management?

Change management is a common refrain across all sectors and the change management industry has generated a huge volume of how-to guides and can't-fail models. Yet organizations continue to struggle with major change initiatives.

The failure rate of major change initiatives has been pegged at in excess of 75% by many studies!!

Organizations need a more complete understanding of how they respond to the pressure and the imperative to change. There are different types of change – some talk about developmental, transitional and transformational change. Others discuss what they call technical and adaptive change. Each type of change calls for a different form of intervention and an individual's perspective shapes the type of change they believe is required. We also know that sustainable change is more than just

identifying an objective or dictating a change process – people have to embrace the change.

Successful change initiatives require a systems or integral approach. In turn this requires that those responsible for change initiatives have the capacity for more complex thinking and the ability to manage ambiguity. Systems' thinking provides a powerful, yet simple, means to achieve this end.

What the Shoop Group Does

We use an integrated approach and focus on enhancing your capacity to recognize and respond to the changes challenging your organization

We offer a variety of supports including workshops and training tailored to your specific needs, direct involvement in helping you manage your change initiatives, and/or individual coaching for the change initiative leader/team.

How You Benefit

- identify the types of change that may be required
- understand the complexity of the change
- acquire the capacity to deal with ambiguity in the workplace
- develop the ability to refine and refocus your “plan” as required
- ownership of an integrally-based framework to ensure successful change initiatives now and in the future