

Managing change - case study analysis

Business



Managing change-case study analysis Businesses find it easier to keep things going along in the same way rather than to change them. As the environmental scenario changes the concurrent systems demand modifications. Change is often a process that introduces new ideas and innovate the process to tune up with the contemporary situation A company cannot be successful by operating in the same way for years. Managers may find that the conventional strategies will not always work. Commonly, businesses find them in crisis when they have not kept up with changes in the environment where they operate. The strategies demand refinement according economic , demograpahic situations prevailing the external environment.

The main changes in the external environment are the drop in the prices in the global market consecutively for many years resulted in the decrease in the profits and the profitability of the company . The lack of good performance made thegovernance more critical.

According to Lewins's model the restraining force is the management hierarchy which delays the decision making process. The management thought that the <https://assignbuster.com/managing-change-case-study-analysis/>

situation will

change as there will be " ups and down" in every industry . But the price decline continued

for a long period. Sensing the deterioration of the company profitability and assets the

management has opened for the thought of revamping the administration structure to suit

the current requirements and decrease the decision making process time.

The driving

force was the change in the management thought that the decision making authority

should vest with few to enhance the decision making rate.

As the change was forced the CEO with a team of seven others formed an apex

committee to speed up the decision making process. The management team has focused

on the identified need to deal with a possible long-term decline in commodity

prices , set the achievable goal of simplifying the management structure to foster

accountability and communication Communication is the key to implement the

ideologies of the management. There should be a smooth and distinctive flow of

information right from the managers to the ground staff down the line who

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form the core

of the employee group. The discrepancy in the information will elevate the decisions in

the other way and could change the trajectory of the desired results. Right form of

information will guide the personal to the desired output.

References sources:

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the case study can be obtained at [http://hsc. csu. edu.](http://hsc.csu.edu.au/business_studies/mgt_change/managing_change_effectively/Managechan)

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