

Organisational change management

Business



Organizational Change management Suffolk County Council is experiencing a looming increase in costs as a result of financial crisis. Thus, implementing a new strategic direction will help in the reduction of the costs.

According to Burnes, (2004), an organization should continually go through changes which will entail reviewing its directions, structures and capabilities in order to attend to the very changing internal and external customers. At both the strategic and operational level, organizations will continually demand change. The current state of the council demands changes to cope with the changing times in terms of financial demands. With the looming financial crisis, Suffolk County Council is expecting a rise costs with a reduction in revenue.

The reasons for changing into the new Strategic Direction are based on the fact that the Suffolk County Council requires radical changes that will reduce their costs. Currently, it has become too slow, complex, overelaborate, risk adverse, serves the regulator more than the customer, and too expensive considering the impeding financial crisis. This program will reshape the Council' way of thinking and provide radical solutions to the financial problems affecting the council. It will also make the council leaner, smaller, cheaper, more creative, and more innovative by developing more commercial skills which will enable the council to understand its costs better so as to reduce them. The budget gap of the council is expected to rise to £153 million by 2013. Attempts to reduce the staffing costs the budget gap by laying off promises no solution to the budget gap as it will save only £55m out of the £153m from the lost 400 jobs. Furthermore, the council has no capacity of running a big redundancy programme for its staff. The program is focused on challenging spending and reducing costs so that the £153m

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budget gap will not be realized. The program addresses the £153m budget gap by reducing the demand for their services. This will entail addressing the root cause of social problems and solving them and also building social capital to strengthen communities to be able to solve their own problems. This proposal will include the description of the current situation; this section will address the current issues facing the Suffolk County Council and why changes should be implemented. Next will be the goals of the proposal; based on the assessment of the problems facing the Suffolk County Council, this section will provide the New Strategic Direction and the solution it offers to the council. This section will be followed by proposed Methodology; this section will address a step by step process of implementing the New Strategic Direction until its goals are realized. Time and cost section will schedule the time and the amount of funds allocated to accomplish the implementation process. The billing process and the due dates for the payments should also be specified here. Qualifications of the personnel mandated with the handling of this program should also be discussed and why they are suitable. The qualifications of our team are based on competitive strengths with regards to the proposals evaluation standards. Furthermore, we will discuss the benefits of implementing the New Strategic Direction. Since the program is formulated to provide solution to the problems facing the council, its implementation provides benefits to the council through the achievements of its primary goal which is to reduce costs. The last section will discuss the challenges that will be faced in the implementation of this program and recommendation of how to overcome them. The staff has been reluctant to change into the New Strategic Direction and their resistance needs to be addressed in order to ensure

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cohesion in the implementation of the program.

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