

Change and organization development

[Business](#), [Organization](#)



Issues (Change and Organizational Development) As organizations evolve and come to be seen as dynamic, coping systems, the concept of how they change and methods by which they manage change has continued to be refined. (Rafe Harwood, ND) The organizational change can be structural change, technology, people or task. Managing a process of change in an organization can be a highly complex task and is often essential for effective organizational development (OD).

The forces to boost the change in an organization are the Nature of the Workforce, Technology, Economic Shocks, Competition, Social Trends, and World Politics. Organizational Change entails thoughtful planning and sensitive implementation, and above all, consultation with, and involvement of, the people affected by the changes. (businessballs. com, 2012) * The observations made and any problems or issues reported by the people interviewed. Mr. NG KIAN BOON mentioned that his company, MITSUGOLD SDN. BHD. as experienced in changing organizational structure in terms of downsizing, he emphasize downsizing of his company is not shutting down the entire business or not because of not making profit within the organization, but to concentrate on the core and essential part of the business, and also to reduce the operating cost as they outsourcing to a real estate agency to help them do product promotion, marketing, and in house sales. He said that operational costs like computer, stationery, advertisementcost, space rental, utility bills and wages can be reduced when apply outsourcing.

Moreover, real life example was given by him in his company, one of the tactful and experienced salesperson who already worked in MITSUGOLD

SDN. BHD for more than 20 years ago since the company was established as a small size property developer. The woman is very used to do the sales work and she couldn't do anything else except promoting project. As the world are changing more towards on high technology, most of the presentation are conducted by Microsoft PowerPoint and more visualize software as a presentation tools to give the potential buyer a clearer image of the product (eg.

Residential unit) to attract them rather than the traditional ways of sales technique like verbally explained to them. As there is natural resistance over the organization change, MITSUGOLD SDN BHD will offer those employees a remuneration allowance to those does not want to change or couldn't cope with the change. Whereas for those employees are willing to change, they will be offered a new job in other department or even promotion of the position, and also the training program. * The different perspectives on the situation which can be generated using Organization Behavior Theories and insights. The evaluation of the options for different potential recommendations & The chosen recommendations

References: Rafe Harwood, Organizational Change in Today's Economy, Rafe Harwood, year (Nil), online (accessed on 30th Oct 2012) available at: <http://www.unfortu.net/~rafe/links/change.htm> Businessballs.com, change management, Businessballs.com, 2012, online (accessed on 30th Oct 2012), available at: <http://www.businessballs.com/changemanagement.htm> <http://managementhelp.org/organizationalchange/index.htm>