

# Organizational change

[Business](#), [Management](#)



Organizational Change al Affiliation: Organizational Change One of the major factors that make change to fail is lack of effective communication by the top-level managers on the importance of implementing change (Burke, 2010). As a result, the subordinates view the change process as another attempt by the authority to stomp their authority over them. This aspect makes the employees to resist change.

Lack of a clear vision is a major factor that makes the change process to fail. Some organization implements change in order to match their competitors. However, poor planning and guidelines to implement change makes the whole process to ail.

Failure to anchor the changes on corporate culture makes the change process to fail. Organizational culture is very critical to the success of the change process. As a result, when the management fails to incorporate the organization values and believes, they end up failing to implement changes. One of the major success pillars of change is the understanding and spelling out of the impact of the change process on the people (Burke, 2010). This enables the management to engage all the affected personnel.

Building emotional and rational cases for change is another significant pillar for the change process. This enables the employees to own the process, thereby, reducing resistance levels.

Effective leadership during the change process provides a base for the change process (Burke, 2010). This is because they are able to communicate effectively to the subordinates and act as role model to them.

Preparation for change acts as a major pillar for the success of the whole process. This aspect enables the management to address any issues that

might affect the process (Burke, 2010).

Active and committed leadership forms a strong pillar for the change process (Burke, 2010). This is through offering the rest of the employees with support during the process.

One of the companies that failed to implement change is Avon. The company failed because some leaders were not in support of the process. In addition, the employees were not involved in the change process. Lastly, there were no clear guidelines to implement the change process.

#### References

Burke, W. W. (2010). Organization change: Theory and practice. Thousand Oaks: SAGE Publications.