

# Change management models

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



There are many types of change management models that organizations implement to improve the performance of the company and the efficiency of the workplace environment.

The application of change management has become an inevitable part of every organization. The integral competent of every organization is to choose effectively change management models which can help to stay vibrant and gain a competitive advantage over other rivals in the market.

Three important change management models that an organization must adopt are Bridge transition Model, Kotter 8 Step of Change management and Lewin change Management Model.

#### Bridge Transition Model

The transition model of Bridge provides a solution for understanding the changes undergoing in an organization. The three phases of transition model are ending, neutral zone and a new beginning. Ending phase process is to identify the reasons behind the changes and acknowledge openly the losses arising in an organization. The neutral zone phase is to reduce the deteriorating of motivation on individuals within the workplace. The neutral phase is the process of treating employees to feel like a part of the change management process. The new beginning phase is to motivate and effectively communicate with the employees to make them understand the purpose of implementation of the change management process in an organization.

#### Kotter 8 Step Change Management Model

Change management model by Kotter suggests that the momentum of the change adopted in an organization must be maintained to maintain a

continuous cycle. The first step is to increase the sense of urgency. Next step is to form a guiding and powerful team to resist the change in the workplace (Green, 2012). Next is to create a strategy and vision for change. Then communicate the vision and strategy for change. Empower staff and remove the obstacles for the application of change management. Next step is to create short term goals for the organization. Then unite the gains and stay tenacious. The final step is to anchor the change which can help to make the change permanent.

#### Lewin Change Management Model

The change management model of Lewin is preferred by most of the companies to enact the changes in an organization due to its simplicity and easy to use. Three stages of the model are unfreezing, change and freezing. The first stage of the model is to initiate the period of unfreezing and thawing. The motivation of employees in an organization can help to overcome resistance to change. After the stage of initiation, the next phase is to create a transition period (Blokdijk, 2008). The process of the transition period can be successful by reassurance and effective leadership. Finally, after the acceptance of change management in the organization, the next phase is to refreeze employees to work under the new guidelines adopted by companies.