

Resistance to change and rapid change

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



It intrudes upon deeply rooted symbolic forms of traditions and ritual behaviors. Resistance to change can be at the individual, group or larger system level (Woodman, 2012).

Strategies to overcome resistance to change

Leaders can employ any of the following strategies to overcome resistance to change at the organization (Nigel, 2012):

Education: Educating all the parties who will be affected by change about the reason why change is needed can help overcome resistance and in contrary gain support for change. This is recommended when only part of the organization will be affected by the change while others remain intact.

Participation: This is the most employed method of overcoming resistance and is applicable in all situations.

Negotiation: This strategy is useful where key resisters have been identified. Through this method reasons behind resistance are identified and deals made to avoid derailing the intended progress.

Facilitation or Support: This technique is suitable where the clients find it hard to adjust to change, thus through facilitation and support they are able to adjust with minimal or little resistance.

Manipulation: Here, a leader selectively uses the privileged information to make proposals to key resisters and eventually ends up wooing them.

Coercion: Coercion can be implicit or explicit. With implicit, those who continue to resist change can be removed from the process. With implicit, resisters of change can be barred from promotion or be withdrawn from projects which involve change.