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SUCCESSFUL CHANGE MANAGEMENT

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Apstract: *The authors analyze the significance of the change, identifying and managing change in order to survive in today's market. The changes are more frequent, faster, and it is necessary to monitor them and to timely react to them. There are a number of proven techniques, strategies that, if properly implemented can guarantee success.*
Key words: *management; change, organization, successful.*

1. INTRODUCTION

Kotter defines change management as the utilization of basic structures and tools to control any organizational change effort.

Authors who have studied this area and research it agree that it is of great importance to understand the importance of S implementations of changes in the organization [1,2,3,4,5,6,10].Understand the great role and importance of time required to implement changes, have realistic expectations, to look at the real picture to avoid undesired resistance is very important.

Today's modern business characterized by numerous changes that are more dynamic, more frequent and faster. They are numerous, can be within the organization itself and the environment. If the company changes ahead of the time, respond to them and accept the challenges of the environment can transform threats into opportunities and thus ensure the survival of themselves and the desired competitive advantage.

For the organization to decide whether to let the changes, manage, adapt their business strategies change, keep up with changes, even in front of them and so remain competitive, or will ignore the threats and disappear from the market. If the organization decides to adapt by changing then it is successful.

If organizations are changing their strategy, parts of the organization or entity, fully implement new techniques and business strategies they pass through organizational changes. Such changes should point to the mistakes that should be avoided, the benefits and opportunities that are acquired by changing and increasing business.

The success of modern organizations is reflected in the ability to recognize changes early diagnosis and assessment of results. It is also important to inform employees about the successful implementation of the change, the benefits of which have been acquired, thus putting to know how the changes are significant and strengthens their significance. According Muema [7], after each change, it is necessary to check which administer the final phase of implementation.

2. SUCCESSFUL MANAGEMENT CHANGE

When the changes are introduced in any segment is understood to come insecurity, fear, worry, anxiety and stress. First is the manager must detail familiar with the situation, the details and plan to introduce the changes, and then to inform and inform employees. It must prepare the employees and changes in the environment, and to learn about problems and strategies, and techniques on how to avoid problems and stress. Often people do not want to change something you are used to, because they need to be convinced by the argument that it is for their better future. Often the problem and structure of employees. Investment in education and training of employees, training and acquiring new knowledge is constant and inevitable need it.

Change Management services of varying degrees of complexity and industries has helped us to solidify the following four guiding principles for Change Management and Integration, Figure 1. [12].

To make the change was successful important that all who are involved and contribute in any way to the implementation of changes. Important people, each employee, customers, technology, multidisciplinary approach, a combination of knowledge, skills. An important approach is that although change is complex, try to simplify and

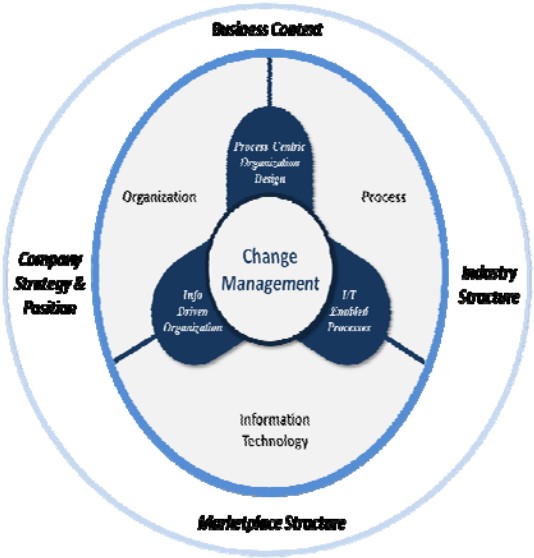

Figure 1.Change Management and Integration [12]

facilitate access and manage the new situation. The company must be ready to manage the constant changes that are happening in his environment, because only in this way can provide further existence and development. In order to adapt the company to survive in a very complex and changing environment and continued effective operation, it is necessary change management.Planning, implementing and managing change in a fast-changing environment is increasingly the situation in which most organizations now work. Dynamic environments such as these require dynamic processes, people, systems and culture, especially for managing change successfully, notably effectively optimizing organizational response to market opportunities and threats.

Key elements for success:

- Plan long-term broadly - a sound strategic vision, not a specific detailed plan (the latter is impossible to predict reliably). Detailed five years plans are out of date two weeks after they are written. Focus on detail for establishing and measuring delivery of immediate actions, not medium-to-long-term plans.

-Establish forums and communicating methods to enable immediate review and decision-making.

-Participation of interested people is essential. This enables their input to be gained, their approval and commitment to be secured, and automatically takes care of communicating the actions and expectations.

-Empower people to make decisions at a local operating level - delegate responsibility and power as much as possible (or at least encourage people to make recommendations which can be quickly approved).

-Remove (as far as is possible) from strategic change and approval processes and teams (or circumvent) any ultra-cautious, ultra-autocratic or compulsively-interfering executives. Autocracy and interference are the biggest obstacles to establishing a successful and sustainable dynamic culture and capability.

-Encourage, enable and develop capable people to be active in other areas of the organization via 'virtual teams' and 'matrix management'.

Scrutinize and optimize ICT (information and communications technology) systems to enable effective information management and key activity team-working.

-Use workshops as a vehicle to review priorities, agree broad medium-to-long-term vision and aims, and to agree short term action plans and implementation method and accountabilities.

-Adjust recruitment, training and development to accelerate the development of people who contribute positively to a culture of empowered dynamism.

-Use Nudge theory - to understand potential hidden influential factors on people are thinking [11].

Profitable application of the Change Management approach includes:

-Implementation Climate

-Organizational Readiness

-Change Management Plan [12].

Continual training acquired, the acquisition of new t echniques and knowledge, motivation of employees, informing the employees about existing problems, a dvantages, disadvantages of existing processes, abou t upcoming changes or conditions that change brings , are some of the ways to reduced stress and cope wit h and manage change and excluding the possibility r esistance.

3. CONCLUSION

The point of change management is that the company training that in the new circumstances maintain and improve his position. It's kind of a process of renewal and capitalization learning company or its management. The changes will secure the future and create growth and enterprise development.

As with any change, as well as in organizational change required is a period of adjustment, introduction to the paper, not easy to discard the old and so quick and easy to accept a new system of business, a new environment, a new strategy. Major role then has a manager who after preparing himself must prepare, inform and familiarize employees with the coming changes.

Organizational change is to identify the goals that executives, employees and as individuals and as a team, the organization as a whole wants to achieve for the sake of better conditions and results of operations. Access and the way to achieve these set goals, move on to a different, new levels of business, governance new situation is change management. It is an organizational process aimed at helping employees to accept and embrace changes in their current business environment. It is necessary to manage changes in order to control the

implementation of changes, new strategies, ideas, techniques, changing working environment, minimize stress and resistance to change. The person who is responsible for the management of changes that can and does not have to be a manager, employees or new employees, the so-called change agent must inform employees, introduce the upcoming changes and preparation of results, motivate them, eliminate stress ... It is clear that it will survive and be in the race for competitiveness only organizations prepared for the challenges, ready to accept and manage change, organizations that are innovative. The changes are faster and more numerous, dynamic and, consequently, dynamic and flexible and must be a modern organization.

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