

## Change Management

One of the goals of change management is with regards to the human aspects of overcoming resistance to change for organizational members to buy into change and achieve the organization's goal of an effective transformation.

Change management takes into consideration both the processes and tools that managers use to make changes at an organizational level. Most organizations want change implemented with the least resistance and with the most buy-in as possible. For this to occur, change must be applied with a structured approach so that the transition from one type of behavior to another will be a smooth transition.

Change management involves a series of effective communications and messaging to effectively reach the audience intended and is a process that requires follow up. The audience (i.e., employees) themselves must be open and willing to embrace and support imminent change in order for the organization to move forward and maintain a well-developed culture.

