



## PRINCIPLES OF CHANGE MANAGEMENT IN HEALTH AND SOCIAL CARE

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### Learning Outcomes

You will be able to learn.

- The concept of change management and its various levels.
- Factors affecting organisational change.
- The various approaches of change management.
- The various tools and techniques of change management.
- Importance and principles of change management.



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### Introduction to Change Management

#### Change management.

Change management is defined as a company's methods and procedures for describing and implementing change in both internal and external processes. This includes employee development and support, the development of necessary change steps and pre-change and post-change monitoring activities to ensure their successful implementation. Significant organizational change is difficult. It frequently necessitates multiple levels of collaboration and may entail multiple independent entities within an organization.



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### Levels of Change Management (1)

Following are the levels of change management.




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### Levels of Change Management (2)

Following are the levels of change management.




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### Factors Affecting Organisational Change

According to research, every two to three years, twenty five to thirty percent of business entities, companies, and organizations are wiped out. These businesses are unable to adapt to change. These are the organizations that thrive and thrive as a result of change. As a result, even if it is unwelcome, change is unavoidable. A change, reorganization, or replacement in an organization's process, method, system, operations, technology, or structure is known as organizational change. There are three types of organizational change: developmental, transitional, and transformational.

Factors affecting organisational change are grouped into two categories such as:




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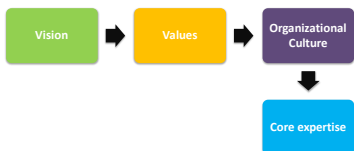
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### Internal Factors Affecting Organisational Change (1)

Following are the internal factors affecting organisational change.



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### Internal Factors Affecting Organisational Change (2)

Following are the internal factors affecting organisational change.



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### External Factors Affecting Organisational Change (1)

Following are the external factors affecting organisational change.



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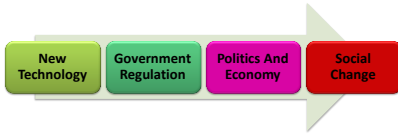
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### External Factors Affecting Organisational Change (2)

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### Approaches to Change Management (1)

Approaches of Change Management.

Modern organizations must constantly scan and monitor the environment, make necessary adjustments, and embrace change in order to grow and succeed in the dynamic and competitive global market. In today's business world, technological advancements, increased market competition, and rising customer demands necessitate organizations seeking a variety of solutions to quickly and efficiently manage unstable and unpredictable situations. However, research shows that many organizational change initiatives fail, with failure rates ranging from thirty percent to as high as eighty percent.

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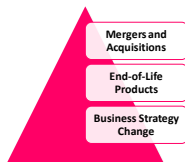
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### Approaches to Change Management (2)

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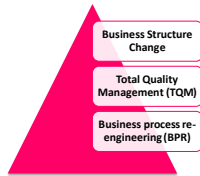
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## Approaches to Change Management (3)

Following are the approaches to change management.




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## Tools and Techniques of Change Management

Change management is a continuous process that necessitates time, expertise, commitment, and effort to implement and maintain. It necessitates the involvement of company personnel, and it is possible that these individuals will be affected by the changes as well.

Following are the different tools for change management.




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## 1. Lewin's Change Management Model

Lewin's Change Management Model.

One of the most widely used and effective models for understanding organizational and structured change is Lewin's Change Management Model. Kurt Lewin designed and created this model in the nineteen fifty's, and it is still relevant today. Lewin was a physicist and social scientist who used the changing states of a block of ice to explain structured or organizational change.




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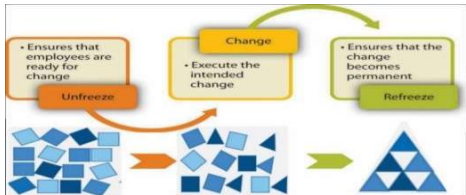
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### Stages of Lewin's Change Management Model

Following are the stages of Lewin's Change Management Model.



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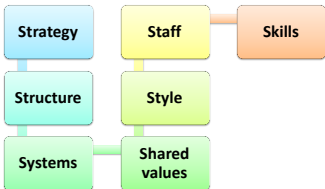
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### 2. McKinsey 7 S Model

Following are the elements of McKinsey 7 S Model.



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### Merits Of McKinsey 7 S Model

Following are the merits of McKinsey 7 S Model.



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### 3. Kotter's Change Management Theory (1)

One of the most popular and adopted theories of Kotter's change management theory is worldwide. John P. Kotter, a Harvard Business School professor and author of several books on change management, came up with this theory. He divides his change management theory into eight stages which are as the following.



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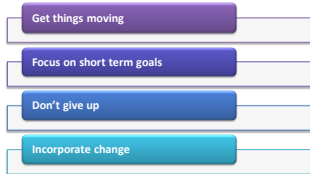
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### 3. Kotter's Change Management Theory (2)

Following are the stages of change management theory.



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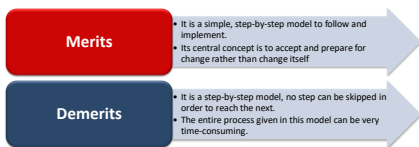
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### Merits and Demerits of Kotter's Model



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## 4. Nudge Theory

### Nudge Theory.

Nudge Theory, also known as Nudge, is a concept that has applications in behavioral science, economics, and political theory. It can also be used to manage change in organizations and businesses. This theory is based on nudging someone or encouraging and inspiring them to change. Nudge theory is useful not only for exploring and understanding existing influences, but also for explaining how to eliminate or change them to the point where positive outcomes can be obtained. Nudge Theory is more sophisticated in its approach than other theories and is radically different from other transitioning methods




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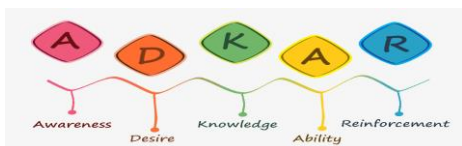
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## 5. ADKAR model

### ADKAR Model.

The ADKAR model, also known as the theory of change, is a goal-oriented tool or model that allows various change management teams to focus on those steps or activities that are directly related to the goals they want to achieve. The objectives, as well as the outcomes and definitions derived and defined using this model, are cumulative and sequential.




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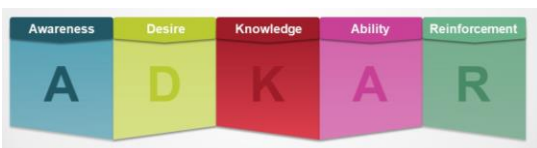
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## Stages of ADKAR Model

Following are the stages of ADKAR model.




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### 6. Bridges' Transition Model (1)

#### Bridges' Transition Model.

According to the Bridges Transition Model, the most important aspect of change management is how employees let go of the old and accept the new. The Bridges Transition Model is best used to guide employees through large transitions. Another people-centered approach to change management is the Bridges Transition Model. The Bridges Transition Model, unlike the Kubler-Ross change curve, focuses on the transition to the change and people's experiences rather than the change itself.

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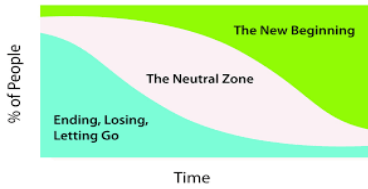
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### 6. Bridges' Transition Model (2)

#### Bridges' Transition Model.



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### 7. Kübler-Ross Five Stage Model (1)

#### Kübler-Ross Five Stage Model.

Elisabeth Kübler-Ross developed the Kübler-Ross five stage model after conducting research on death and dying. This model is also known as the Grief Model because it discusses the various emotional states and stages that a person goes through when he or she realizes that they may be approaching the end of their lives. Other life situations that the model can be applied to include job loss, job changes, and other less serious health issues. The model has gained worldwide acceptance as a tool for understanding and dealing with personal trauma.



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### 7. Kübler-Ross Five Stage Model (2)

Following is the Kübler-Ross Five Stage Model.



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### Importance of Change Management (1)

Following are the importance of change management.



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### Importance of Change Management (2)

Following are the importance of change management.



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### Barriers of Organisational Change (1)

Following are the barriers of organisational change.




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### Barriers of Organisational Change (2)

Following are the barriers of organisational change.




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### Steps in Change Management Process (1)

Organizational change refers largely to measures taken by a company to alter or modify an important component of its organisation. This may include business culture, internal processes, underlying technology or infrastructure, business hierarchy. Organizational changes can be adaptive or transformative. Following are the steps involved in organizational change.




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### Steps in Change Management Process (2)

Following are the steps of change management process.

- **Identify What Will Be Improved.** Since most changes improve a process, product or result, it's important that the focus is identified and goals clarified.
- **Present a Solid Business Case to Stakeholders.** There are various stakeholders, including senior management who are both responsible for directing and financing the project.
- **Plan for the Change.** Providing a multi-step process rather than abrupt, unplanned "sweeping" changes is an important part of planning.
- **Provide Resources and Use Data for Evaluation.** Resource identification and funding are critical components of the planning process.

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### Steps in Change Management Process (3)

Following are the steps of change management process.

- **Communication.** This is the "golden thread" that runs throughout the change management process.
- **Monitor and Manage Resistance, Dependencies, and Budgeting Risks.** Resistance is a natural part of change management, but it can threaten a project's success.
- **Celebrate Success.** Recognizing project milestones is an important part of any project.
- **Review, Revise and Continuously Improve.** Change is both difficult and painful, but it is also a continuous process.

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### Principles of Change Management (1)

#### Principles of Change Management.

Large-scale transformation success necessitates more than the best strategic and tactical plans, which have traditionally been the focus of senior executives and their advisors. It necessitates a thorough understanding of the human side, as well as the company's culture, values, people, and behaviors, all of which must be altered in order to achieve the desired outcomes. Plans do not capture value in and of themselves. Only by the sustained, collective actions of thousands or tens of thousands of employees who are responsible for designing, implementing, and living the change can value be realized.

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### Principles of Change Management (2)

Following are the principles of change management.

- Address the human side of change systematically
- Change starts at the top and begins on day one
- Real change happens at the bottom
- Confront reality, demonstrate faith, and craft a vision

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### Principles of Change Management (3)

Following are the principles of change management.

- Create ownership, not just buy-in
- Practice targeted over-communication
- Assess the cultural landscape early
- Prepare for the unexpected

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Thank you.

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