

Thursday, July 15, 2004

BUSINESS: Change Management (04)

Type of change process

We define two types of change process:

incremental change

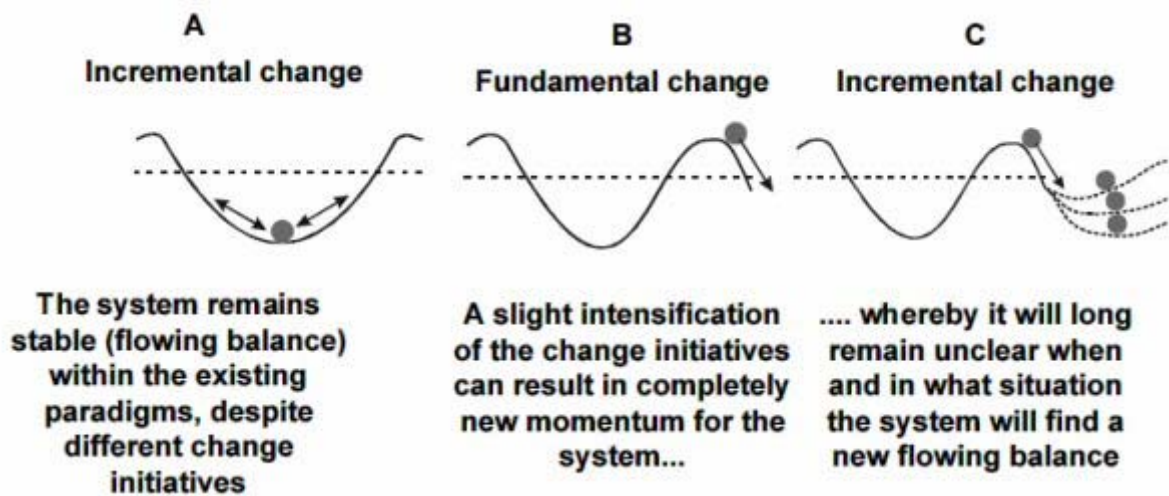
- is based on evolutionary process
- aims at a continuous improvement of the current business model
- improves established practises
- is compatible with existing mind-set

fundamental change

- is radical and occurs abruptly
- leads to discontinuous process
- has an impact on the current mind-set
- is often painful for the people involved

Impact of change initiatives

The impact of change initiatives cannot be determined with accuracy.



Establishing a need for change



Source: G. Müller-Stewens / Ch. Lechner