

# CHANGE MANAGEMENT

*Change management aligns leaders, middle managers and employees towards accomplishing the desired business objectives.*



*Change Management, when done well by organizations, achieves the desired business results and performance outcomes, while increasing the engagement of the workforce.*

## Workshop Topics

- Fundamental Certainties about Change
- Organizational and Individual Dynamics of Change
- Identifying the Top Ten Reasons for Change Resistance
- Assessing Leadership's Readiness for Change
- Tools for Managing Change

**In a globalizing world, pressure to change will only increase. Businesses that seize and manage change can transform change into a competitive advantage.**

Change management is a holistic organizational process aimed at helping employees to accept and embrace changes in their current business environment. Performance measures identified at the beginning and utilized throughout the change process assist in achieving the future state.

Successful change management is evidenced by full adoption of the change, maximizing return on investment and exceeding business objectives for the change project.



## The Britton Signature Series

*Workshops that work.*

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# CHANGE MANAGEMENT

## *Ensure Business Success*

The Britton Signature Series | *Workshops that work.*

A structured approach to transitioning individuals, teams, and organizations from the current state to a desired future state.

### Value derived from understanding and employing change management:

- Manage resistance to change
- Minimize productivity loss
- Avoid unnecessary turnover
- Increase feasibility that the business change produces the desired results
- Strengthen the business model
- Achieve the targeted net results

**The Britton Signature Series Change Management Workshop** assists businesses in understanding and mitigating risks. Equipped business leaders have the capability to not only manage resistance to change, but to anticipate it in the first place.

Most leaders when asked the question “What would you do differently if you had the chance to implement your change over again?” respond by indicating... *“Become more knowledgeable and utilize an effective and planned change management program.”*

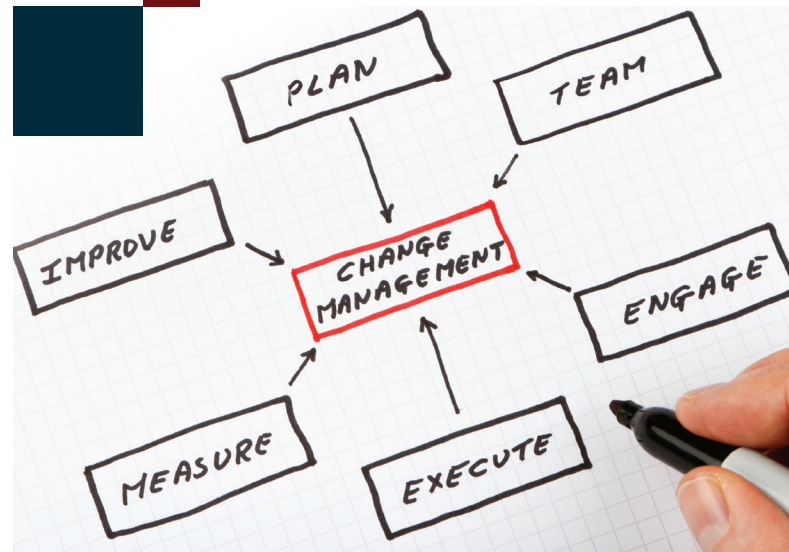
Surprisingly these business leaders did not emphasize design or technology. Nor did they indicate a lack of vision or understanding of the marketplace. The common barrier was a lack of change management.



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**RESOURCING LEADERS FOR EXCELLENCE**



### What is at risk when important key business change is not managed using a systematic change management approach?

- Employees find workarounds instead of adopting and embracing the change
- Managers neglect to communicate important messaging during the change process or communicate negatively about the change
- Employees become distracted and lose interest in their current work which negatively impacts productivity and customers
- Unforeseen obstacles to the change seem to appear from nowhere
- Failure to achieve the desired change accompanied by the waste of time, money and resources