# Implementing a change into an organization

Every organization encounters changes at some point, especially when experiencing a challenge or when expanding. Applying a change process to an organization may be challenging, chiefly when the right approaches are overlooked. In many cases, a change process creates conflicts. Factors, such as employee resistance to change may affect the change process – slowing or disrupt it completely. It is, therefore, imperative for organizational managers to understand the sources of conflicts and address them effectively. Effective change process, such as a smooth transition from one point to another may lead to satisfied employees, customers and stakeholders alike.

The sources of conflicts by implementing a change arise from resistance. Normally, a change process is stressing even if the benefits are clear. A change process implies to a transition to a new and uncertain way of operation. Individuals, such as employees or stakeholders may be worried about the status of their roles and how the new rules affect them (Dinwoodie, Pasmore, Quinn & Rabin, 2016). Customers may also be concerned about the outcome of the change and the quality of the services or products offered. In many cases, some of the organizational benefits may not reflect the employee's goals, which is a reason for conflicts.

Managers can effectively address conflicts through creating a well-defined communication plan. Managers can ensure that the change process is communicated clearly and well in advance to every employee and other affected parties, such as stakeholders or customers (Kim & Kareem, 2015). The manager can outline the benefits of the change. He or she needs to assure every party of the value of the change to everyone, including integrating everyone in the decision-making process.

The leader in this organization needs to acquire a common ground to implement change successfully through communication. Achieving a common ground in an organization experiencing change is paramount because it eases conflicts and resistance. A manager needs to employ the highly-reliable communication approach to address the complex change objectives. According to Cummings and Worley (2008), the manager must adopt a system of providing constant feedback about the progress of change, make evaluations and mark milestones achieved by the team through rewards and recognition.

The leader expects to see resistances, such as general indecision and lack of direction or understanding of the change. Different kinds of resistance exist, such as rational, emotional, social, active and passive resistance (Tudor & Bisa, 2015). Rational resistance entails contradicting on account of factual and scientific reasoning. Emotional resistance is based on subjective and emotive reasoning, such as feelings towards the change. Social resistance is characterized by arguments based on social values and interference of the norms of operation in the organization. Active resistance is sporadic and regardless of facts or basis. Passive resistance is founded on less engaging disagreement and silent forms of opposition.

In such forms of resistance, as a leader, I am required to make quick and appropriate efforts to enlighten the affected parties, such as the employees about the essence and importance of the change, which will help reduce or eradicate the resistance. I will assure the affected parties that their roles are intact and that are the change will benefit them as a whole. I will involve everyone in the change process, such as decision-making and brainstorming. I will address their needs and ensure that I change what must be changed (Dinwoodie et al., 2016). Most of all, I will ensure that I help the parties affected to build and maintain their friendships or positive work relations.

Conclusively, implementation of a change in an organization is associated with resistance and conflicts. Conflicts can arise as a result of the change owing to fear, worry or lack of understanding of the change process. It is likely that the employees will show some resistance to change regardless of the value of this change to the entire organization and its stakeholders. Managers have a role to play in controlling resistance during change and preventing conflicts, through engaging the affected parties, such as employees in the change process till when they fully adjust to the change.

## References

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