SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107

An Autonomous Institution

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Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

DEPARTMENT OF MANAGEMENT STUDIES
COURSE NAME : 19BA101- MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

I YEAR /I SEMESTER

UNIT 5: ORGANISATIONAL CULTURE AND CHANGE

Topic 5.4: Stability Vs Change

NATURE & CHARACTERISTICS OF ORGANISATIONAL CHANGE

➢ Change disturbs the old equilibrium
➢ Change affects the whole organisation.
➢ Change is a continuous process
➢ Change may be reactive or proactive
➢ Change is perceptual and behavioural
➢ Change affects individuals in multiple roles
➢ Change in natural as is death
➢ Change may be planned or unplanned
➢ Change may be incremental or transformational
➢ Change may originate in response to internal needs.

IMPORTANCE OF ORGANISATIONAL CHANGE

➢ Change in environment; - economic and market change, technological change, legal/political change, resources availability change.

➢ Change in Managerial level – HR:- retirement of managers, promotion of junior level mangers to higher levels, demotion/transfer/long leave or on training/study leave, dismissal or lay-off, resignation or turnover of managers.

➢ Deficiency in present organisation

➢ Check the growth of inflexibility

STABILITY Vs CHANGE

- ➢ Open to change (risk takers)
- ➢ High need of stabillity (risk averse)

- ➢ Some level of tension between stability and change is an inevitable part of organisational life – a part that poses both opportunities and challenges for participants.

PROACTIVE VS REACTIVE CHANGES

➢ Proactive change takes place when some forces to change lead an organisation to conclude that a particular change is desirable.

➢ Reactive change occurs when these forces to change make it necessary for a change to be implemented.

Proactive change	Reactive change
1. Involves creation	1. Involves correction
• Involves improvement	• Involves variation
• Involves migration	• Involves expansion
• Involves modification	• Involves re-configuration

1. Problem recognition

2. Identifying the causes of problems

3. Implementing the change

4. Generating motivation for change

5. Managing transition state

6. Supporting change

7. Evaluating the change

THANK YOU