

SUCCEEDING WITH TRANSFORMATIONAL INITIATIVES: PRACTICAL APPROACHES FOR MANAGING CHANGE PROGRAMS

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Abstract

According to exiting literature, most change programs fail to manage and/or meet the expectations of stakeholders; leading to the failure of larger strategic organisational and transformational initiatives. Undoubtedly, change management necessitates introspective planning and responsive implementation but a failure to acknowledge and manage the external stakeholder environment will undermine these efforts. This article presents some practical frameworks for managing the delivery of change that were used collectively in different situations and contributed to the successful implementation of change programs. It does not recommend any specific approach to yield successful outcomes, but it considers a range of approaches for practitioners to take into account to assure seamless integration of programs with the formulation of overall strategy and implementation planning. Understanding the components of each program is asserted to support organisations to better understand the people and non-technology dimensions of their projects and the need to ensure effective, consultative communications to gain and maintain support for the program of change.

Keywords: People Management, Change Management Tactics.

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