





# Module 3 – Problem Solving

Topic 4: Change Management

Session 1



# “ Introduction

Change management is the management of **transformations that need to be done** in your industry to ensure its sustainability. In this session, we are going to explore the main **reasons why change is a necessity** even when it does not seem like an urgency. We are also be analysing the main **reasons why people might resist change** and **how to help them overcome their self-protection reflex.**






# Outline

A- Understanding the necessity of change

B- The real reasons why people don't change

An aerial photograph of a sailboat on a vast, dark blue body of water. The boat is small and positioned on the left side of the frame, leaving a white wake behind it. The water's surface is textured with small waves and ripples.

## **A- Understanding the Necessity of Change**



# A- Understanding the Necessity of Change

## ▶ The shifting requirements of the market

We live in a fast-paced changing world with new market needs and demands. It is imperative for every business owner to adapt accordingly.





# A- Understanding the Necessity of Change

## ► The emergence of new technologies

To maintain a competitive edge, managers should stay up-to-date when it comes to new technologies that are cost-effective and time-saving.



# A- Understanding the Necessity of Change

## ► Change in resources, manpower and supply

Adapting to such changes is a game-changer. Demographic changes and planetary resources – or lack of, should be taken into consideration in every change management plan.





# A- Understanding the Necessity of Change

## ► Change when business is good

Even if the numbers are satisfying, every business owner should oversee the changes in the market and plan for a change accordingly.






# A- Understanding the Necessity of Change

## ► Change is life

This is how the world evolves. After all, if dinosaurs knew how to adapt to their new environment and shift accordingly, they wouldn't be extinct...



An aerial photograph of a small white boat with a blue cabin, floating on a vast, dark blue ocean. The boat is positioned on the left side of the slide, leaving a white wake behind it.

**B- The real reasons why people don't change**



## B- The real reasons why people won't change



Competing  
commitment

Resistance to change is a self-protection defense reflex that psychologists call “Competing Commitment”.





## B- The real reasons why people won't change



Competing  
commitment

Competing commitment is based on assumptions such as *“If the company needs to change the way I do things, it means people would think I don’t know how to do my job.”*



## B- The real reasons why people won't change

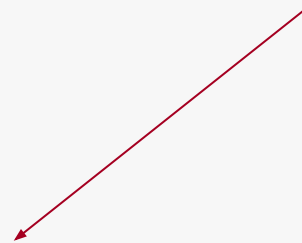


Competing  
commitment

Such assumptions are sometimes illogical, hard to analyze, like the majority of our self-defense reflexes.



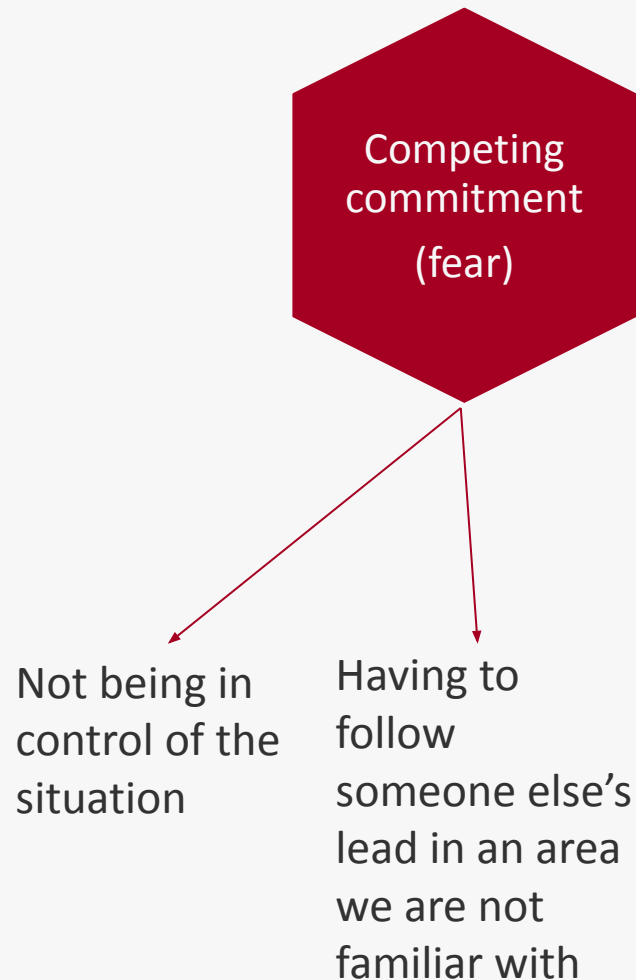
# B- The real reasons why people won't change



Not being in  
control of the  
situation



# B- The real reasons why people won't change







# B- The real reasons why people won't change





## B- The real reasons why people won't change



Competing  
commitment  
(guiding  
questions)

The following guiding questions should help the team member or manager with a competing commitment fear to overcome the self-protection reflex, allowing you to tip the balance toward collaboration.



## B- The real reasons why people won't change



Competing  
commitment  
(guiding  
questions)

*What beliefs or commitments are implied by this recommended change?*



## B- The real reasons why people won't change



Competing  
commitment  
(guiding  
questions)

*What would you like to see changed at work, so that you could be more effective or so that work would be more satisfying?*





# B- The real reasons why people won't change



Competing  
commitment  
(guiding  
questions)

*What are you doing or not doing, that is keeping your beliefs or commitments to change from being fully realised?*



# B- The real reasons why people won't change



Competing  
commitment  
(guiding  
questions)

*What if you were to imagine doing the opposite of what you are currently doing, would that cause discomfort, worry or vague fear?*



# B- The real reasons why people won't change



Competing  
commitment  
(guiding  
questions)

*What if you were to actually carry out this opposite behaviour, what outcomes are you trying to prevent?*

Thank you



# Contact us

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