





Module 3 – Problem Solving

Topic 4: Change Management

Session 3

“ Introduction

Change management is the management of transformations that need to be done in your industry to ensure its sustainability. In this session, we will tackle the importance of **leading change** in the most harmonious manner, taking into consideration the **law of diffusion** theory.

We will also draw a comparison between the **Economic approach** and the **Organizational approach** and how to integrate elements from both approaches to achieve a successful transition during any organizational change process.





Outline

A- Leading change and the law of diffusion

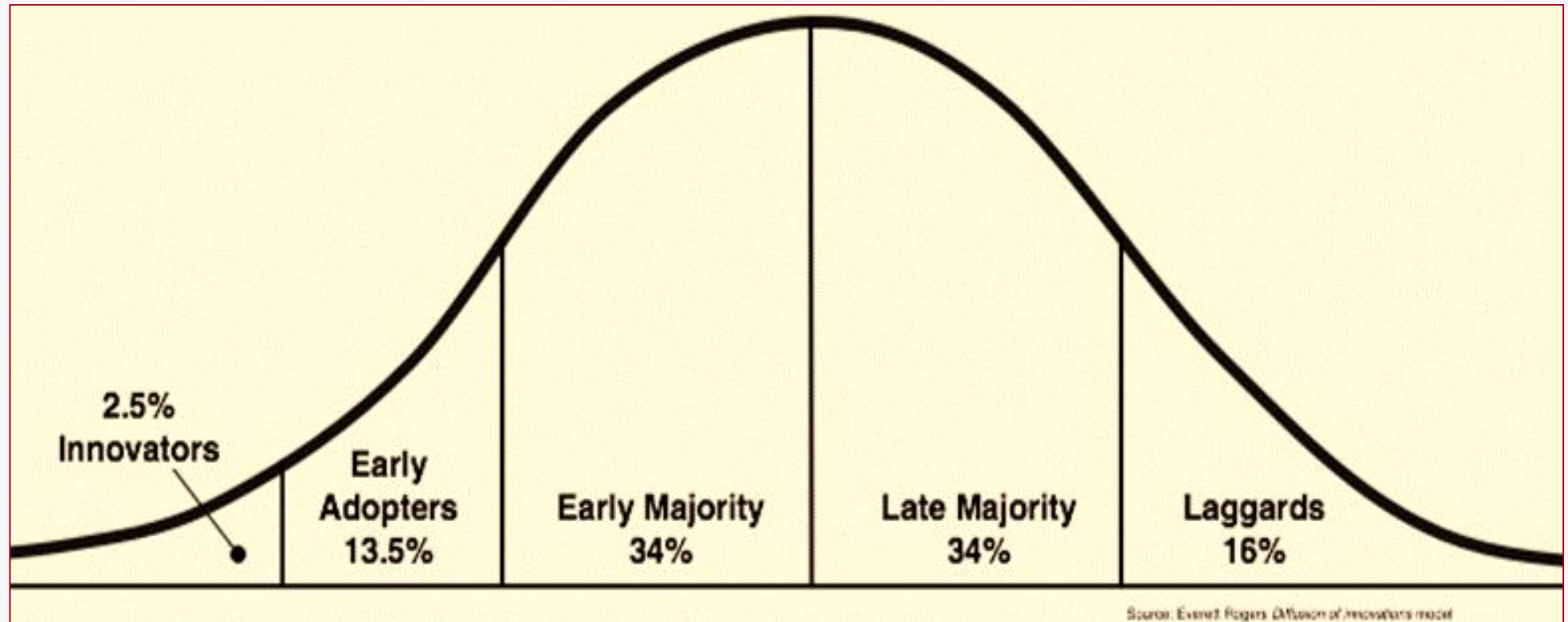
B- Theory E and Theory O

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

A- Leading change and the law of diffusion



A- Leading Change and the law of diffusion





A- Leading Change and the law of diffusion

▶▶ If you are among the 2.5 percent of innovators...

Aim for the 13% of your early adopters.



A- Leading Change and the law of diffusion

▶▶ If you are among the 13% of the early adopters...

Communicate your experience. The majority won't try something until someone else has tried it first.





A- Leading Change and the law of diffusion

▶ ▶ The majority will end up asking for your innovation

That's called demand.





A- Leading Change and the law of diffusion

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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.

B- Theory E and Theory O



B- Theory E and Theory O



Hard Approach

Based on maximizing
Economic values



Soft Approach

Develop
Organizational
capabilities



B- Theory E and Theory O



Hard Approach

Emphasize structure
and systems



Soft Approach



B- Theory E and Theory O



Hard Approach

Emphasizes structure
and systems



Soft Approach

Builds corporate
culture



B- Theory E and Theory O



Hard Approach

Motivates through
financial incentives



B- Theory E and Theory O



Hard Approach

Motivates through
financial incentives



Soft Approach

Motivates through
commitment



B- Theory E and Theory O



Hard Approach

Manages change from
top down



Soft Approach



B- Theory E and Theory O



Hard Approach

Manages change from
top down



Soft Approach

Encourages
participation from
bottom up



B- Theory E and Theory O



Hard Approach

Plans ahead and
establishes programs



Soft Approach



B- Theory E and Theory O



Hard Approach

Plans ahead and
establishes programs



Soft Approach

Experiment and evolve



B- Theory E and Theory O



COMBINED

Embrace differences
between economic
values and
organizational
capabilities



B- Theory E and Theory O



COMBINED

Set direction from top
– Engage people from
below





B- Theory E and Theory O



COMBINED

Focus on structure,
system and culture

Use financial
incentives to reinforce
change but not to
drive it.

Thank you



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