

DIFFERENT CHANGE MODELS



Different Change Models



Lewin's Change Model

Kurt Lewin's Change Model, developed in the mid-20th century, is one of the most fundamental change models. It consists of three stages: unfreezing, change, and refreezing. Unfreezing involves preparing individuals or organizations for change by breaking down existing mindsets. The change stage is the actual implementation of new practices, and refreezing solidifies the changes as the new normal. This model emphasizes the importance of creating a stable environment for change to occur effectively.



Different Change Models



Kotter's 8-Step Change Model

John Kotter's 8-Step Change Model is widely used in organizations worldwide. It offers a structured approach to leading change, with steps such as creating a sense of urgency, building a guiding coalition, and anchoring change in the corporate culture. Kotter's model is known for its emphasis on clear communication and buy-in from key stakeholders throughout the change process.



Different Change Models



ADKAR Model

The ADKAR Model, developed by Jeff Hiatt, focuses on individual change within an organization. ADKAR stands for Awareness, Desire, Knowledge, Ability, and Reinforcement. It outlines a step-by-step approach for helping individuals make successful transitions. By addressing each of these elements, organizations can facilitate personal growth and minimize resistance to change.

ADKAR



Awareness

Ensure awareness of issues



Desire

Incentivize with benefits and consequences



Knowledge

Know how to create and how to sustain change



Ability

Closing the skills gap that limits change



Reinforcement

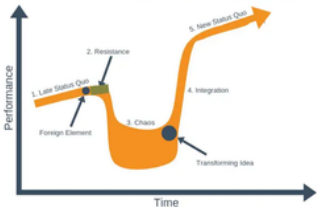
Measuring and rewarding wins

Different Change Models



Virginia Satir Model

Virginia Satir, a pioneer in family therapy, introduced the Satir Change Model, which recognizes that change is an emotional process. It involves four stages: late status quo, resistance, chaos, and integration. Satir's model acknowledges the emotional turbulence that change can bring and emphasizes the need for open communication and emotional support to navigate it successfully.



Different Change Models



Bridges' Transition Model

William Bridges' Transition Model focuses on the psychological and emotional aspects of change. It distinguishes between change (the event) and transition (the psychological and emotional response to the change). The model consists of three stages: endings, the neutral zone, and new beginnings. Bridges emphasizes the importance of acknowledging and addressing the emotional impact of change to help individuals successfully transition.

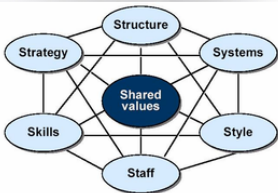


Different Change Models



The McKinsey 7-S Model

The McKinsey 7-S Model examines change from a holistic perspective, looking at seven key elements within an organization: strategy, structure, systems, style, staff, skills, and shared values. This model helps organizations understand the interdependencies between these elements and how they need to be aligned for effective change implementation.



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