



# **SNS COLLEGE OF ENGINEERING**

**Kurumbapalayam (Po), Coimbatore - 641 107**

**An Autonomous Institution**

**Accredited by NBA - AICTE and Accredited by NAAC - UGC with 'A' Grade**

**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 managers 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 stability (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.



## DIFFERENCES

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



## CHANGE PROCESS



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