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THE 7DS OF CHANGE MANAGEMENT

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Abstract: *It is easy to anticipate changes that to implement the same. Organisations work day and night to conceive a proper procedure to execute desired transition in the organisations. There are a few models developed by experts to materialise changes. This article is a conceptual representation framing seven strategies that may be helpful in implementing changes in the organisation. It also shows the develop strategies to motivate the employees towards changes.*

KEYWORDS: *Change Management, Changes Managers, Change Motivation, Authority*

I. INTRODUCTION:

In the field of Change Management, there exist a few important concepts that help the organisations to execute their operations successfully. Each model is proposed by the experts after deep and consistent study over the subject. It is also on the basis of the organisation the concepts need to be exercised. For instance, the educational institutions would prefer a model which may not to appropriate for engineering industries.

Though these concepts are applicable at all the conditions, the effectiveness depends upon the area in which it is applied. It is also equally important to train and chip in the lower level employees in change management operations instead of employing only the top level authorities. Here, it is to display and project the seven important factors of change management in an organisation. These factors are common and applicable at different appearance of organisations. It is titled as “The 7Ds of Change Management”.

II. Models of Change Management: A Review

As we all know there are meticulously drafted models of change management by expert. The 7Ds have been drafted with those models being its bibliography. The vital

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focuses given on each model over change management are considered in establishing these seven factors. This is to ensure that the factors have covered all the essential logics and propagations in each model. The following are the models being referred during the process of creating the '7Ds of Change Management'

- Lewin's Change Management which emphasizes on 'Unfreeze, Change and Freeze'
- Mckinsey's 7S Model that focus upon Strategy, Structure, Systems, Shared Values, Style, Staff and Skills
- ADKAR Model which is an acronym defining Awareness, Desire, Knowledge, Ability and Reinforcement
- Macrimmon's REACTT which is also an acronym that deliberates on factors like Recognize, Evaluate, Adjusted, Carry Out, Track and Treasure

III. THE 7DS OF CHANGE MANAGEMENT

The Seven Ds of Change Management are to be practiced by the top level management while contemplating changes and later to be transferred to the middle and lower level employees in order to make them practically possible. The below mentioned are the seven key factors involved in successful execution of change management

1. Desire:

Any action begins with proper planning. First and foremost, the organisation must have an interest in embracing changes. The proposed changes should evolve as their core function and become a desire. The management at the apex level needs to posses the willingness to instigate changes in the organisation. The desire or the idea of change must withhold reality or practical viability in it. The objectives of the idea have to be clear and constructive in nature.

The desire of change might be contemplated at various levels of hierarchy or in the policy framework of the organisation. It is to be decided by the top level management to fix the necessary changes that are to be incorporated.

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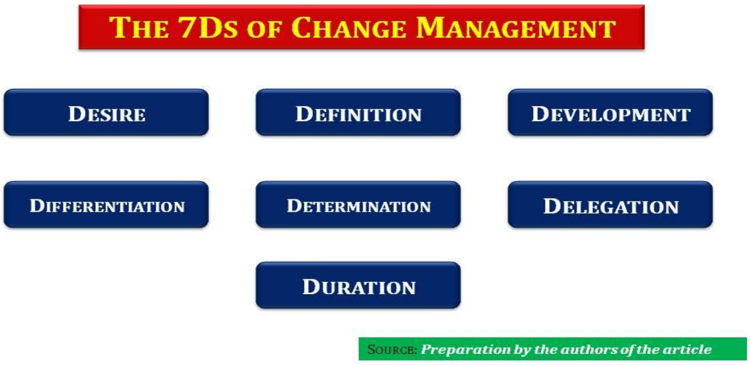

2. Definition:

At once the realm of change is desired and fixed the next step is to define the proposed changes. The team or individuals instigated the change will have to project the same to the other members who are involved in decision making. The proposal of change will generally take place at the top level management. The management is expected to create a standard pattern or strategy to execute the change with ease.

The quality of the strategy framed will decide the efficiency of the same. The management is supposed to project the scale and structure of the proposal. The scale of change may be either gradual (simple) and transformational (drastic) in nature. The fixation of strategy will have to be on the basis of the nature of the change preferred.

3. Development:

During this stage, the management formulates the possible alternatives at the micro level. If Plan A fails, there should to be Plan B and Plan C to enhance the ideas. The concepts or ideas proposed by one group may or may not be feasible in that particular organisation. Hence, there need to be clear consultation with expert team to formulate the strategy properly and practice friendly.

If ever the ideas of changes are found that are quite unfavourable, it may have to be reframed in accordance with the need to the organisation. Some ideas may be outdate, during this case upgrading the concept of changes is very essential. The organisation during the transition period may have to function with utmost care which does not affect their past and future.

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4. Differentiation:

The initiation towards the change will be successful only when it possesses some kind of differentiation for the regular activities of the organisation. The change proposed must also have variations from other companies' as well. It should never be emulated directly from the strategies of others. It is also the duty of the company to project the comparative status of the proposed changes with the existing practices.

The vital part of this stage is to introduce the changes to the employees of the organisation. Though it is created and established by the top level management, the employees have a critical role in implementing the changes. Thus, it forms a prerequisite on the part of management to differentiate the changes in comparison with the current practices.

5. Determination:

The next D of change management is to be confident about the changes that are to be imparted. Once the preliminary activities are done (the first 4Ds), the next action is to persuade the workers on the same path. The concern authority of the organisation has to introduce a system in adopting organisational changes. One of the vital processes at this stage is to tackle resistance raised by the employees.

The HR team may need to create various modes of operations those streamline the processes involved towards change. They are also bound to inculcate the attitude of change among the employees. In order to succeed in this activity the organisation needs to be very much determined in the introducing change.

6. Delegation:

When the ideas of organisational changes are introduced to the employees the subsequent expectation is to establish an effective change management team. The primary duty is to assign suitable employees at the middle level to establish changes. In some cases a change management team will be formed consisting of experts from and outside the company. The team's ultimate focus would primarily on implementation of organisational change.

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One key factor to be noticed here is delegating the progression into the safe hands. If a proper team is not assigned, the entire idea of executing change will result as a disaster.

7. Duration:

Following the allocation of the expert teams on implementing changes, the duration for accomplishing organisational changes should be fixed. The change process is sort into various actions and each will have to be time bound. Every process is to be executed within the stipulated period of time. The success of the execution of the target is also depend timely action performed by the expert team.

It is therefore recommended to the organisations that envisage changes, to allot deserving and suitable duration for each task. The period during which the companies process changes is known as period of transition.

IV. CONCLUSION:

The seven Ds depicted here may be also be referred as the '7 Dimensions of Change Management'. Each factor will have its own prominence in attaining successful transition of the organisation. The reason for citing them as dimensions is that they form a regular and definite part of strategies to achieve changes in the organisations. These so called dimensions are constructed out of the observations driven and inspired after analyzing the different models draft by specialist during various period of time. Therefore, it is logical and feasible in nature.

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