



# Change Management

## The Importance of Change Management

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### What is Change Management?

Change Management is the practice & principles associated with identifying, planning, & instituting strategies to initiate or manage change within organisations

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### Principles of Change Management



Understand  
change



Plan Change



Implement  
Change



Communicate  
Change

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### Defining Successful Change

When you refreeze, your goal is to solidify the change. Your change can be defined as successful when it meets the defined goals you originally set, & is institutionalised. The change is classified as institutionalised when it is the standard of working, & established as the “new normal”