

CHANGE MANAGEMENT

THE CHALLENGE OF CHANGE SERIES

In this series we examine the experiences of the featured companies in recognising the need to change, deciding what to change, managing the change and deriving the benefits. An invaluable primer for any management team contemplating the need to change and for key players likely to be involved.

Organisations featured: ICI Pharmaceuticals, Union Camp Corporation of America

These programs can be purchased individually or as a set of 4.



1. Reasons for Change

This program lays the foundations for the later in-depth examinations of how two large organisations recognised the need for change. Like the other programmes in the series, it is essential study for anyone wishing to identify the nature and impact of change. It also offers help and the assurance that effective training in the management of change can fashion success out of the danger. **DVD 8 mins.**

2. Approach to Change

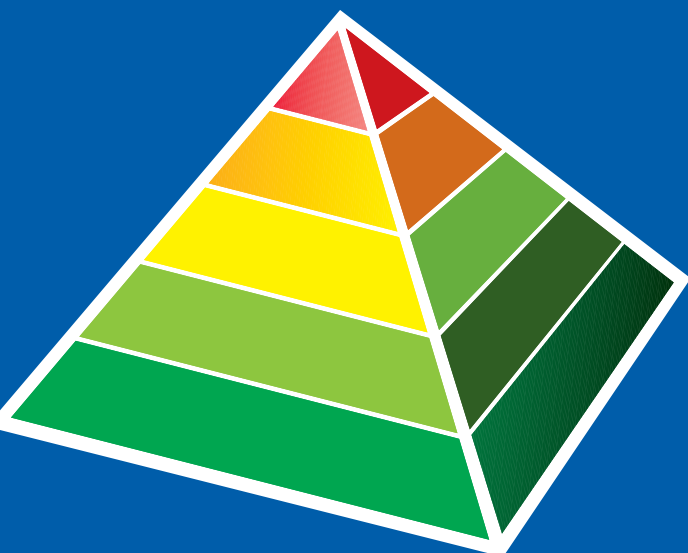
Our two case studies are developed further to demonstrate the different ways in which the challenge of change was met. It soon becomes clear that they were in fact fundamentally similar, disparate as their diagnoses were. They were aimed at developing a ready acceptance of common goals and were centred on radically improving communications. The manager who takes this program to heart will gain a clear insight on how to make the right approach to overcoming the specific problems that change poses. The difficulties are not glossed over, nor the immense amount of patience which is needed all round. **DVD 12mins.**

3. Implementing Change

What you actually have to do to bring about successful change is identify what needs to be changed in relation to the overall vision and purpose of the company. This program covers essential areas including committing management, involving people's contributions from all levels, recognising fears and allaying them, communicating and training. Practical and thought-provoking, it is an integral part of the series, with immense benefits for the key players. **DVD 10mins.**

4. Benefits of Change

This concludes the series on a high note where all levels of people in the featured companies describe the benefits of change as they see them. Senior managers from these companies stand back and appraise the way change was implemented in their organisations and try to distil the lessons to be learned, both building and learning from mistakes. A hard-headed and positive review which thoughtful audiences will find a useful aid to perspective. **DVD 10 mins.**



STRATEGIC MANAGEMENT OF CHANGE

NEW
TOPIC

'Turning the pyramid upside down' is an expression that keeps cropping up in accounts of how organisations were successfully changed. This program is a study of Kent County Council's execution of the manoeuvre. While it has a great deal to offer the private sector manager, it also is extremely appropriate for public sector audiences. It offers many valuable insights into strategy and practices for the issues that confront them both. It honestly lists the evident successes and lessons to be learned from this bold attempt to bring customer focus and empowerment into Local Government. A worthy sequel to the program "Organising for Effective Management". **DVD 20 mins.**