

# Leading Change

When you **lead change**, have a systematic approach to dealing with the transition or transformation of an organization's goals, processes or technologies. The purpose of using any change management models is to implement strategies for effecting **change**, controlling **change**, and helping people to adapt to **change**.

## **Kurt Lewin's Change Model**

For Lewin, the process of change entails creating the perception that a change is needed, then moving toward the new, desired level of behavior and finally, solidifying that new behavior as the norm.

### **1. Unfreezing**

Goal: **create awareness of how status quo is hindering the organization**

Have a vision

Communicate the benefits

Develop an Action Plan

### **2. Transitioning**

Goal: **Do something different**

Get a collaborative commitment from the group

Learn new thoughts and behaviors

Generate the resources to make the change happen

### **3. Refreezing**

Goal: **Develop the new norm**

Be consistent with the Action Plan & revise as needed

Give positive rewards & acknowledgment

Celebrate accomplishments