

Company's Need to Change

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Introduction

Change is an inevitable part of our society. In similar manner organizations undergoes through process of change too. The organizational change is activity by which an alteration, transformation or modification is achieved in the core structure of organization. The need of change in an organization is to bring improvements to the business and its performance. No one wants to implement such a change which may bring out negative results. In the current paper it is discussed that what are the factors which indicate that an organization needs a change and then discuss when an organization is ready to accept the change actually?

Factors used to determine need of change

A business, an organization or company are usually engaged in a communicating environment. Any change in environment will result in an overall impact over the performance of the organization, and due to this they have to adapt the change in their environment (Armenakis et.al, 2009). There are various factors which determines and influence change in an environment, some major factors are discussed below

- **Market Competition:** It is quite certain, when a company face competition from a new comer in the market; it creates a need for change in the existing companies.
- **Innovation in Technology:** The technological advancement may force a company or organization to bring the change. This is required to keep its human resource trained up to the mark for emerging technologies.

- Growth: The Company's intrinsic desire to achieve growth may force it to bring the changes.
- Process Improvement: The requirement of a company to implement new production processes may act a major factor to bring change.

The readiness of an organization to adapt the change

The change is mandatory for an organization to continue the process of learning, development and improvement. But it is not an easy task for the organizational hierarchy to accept the change at once. It is very important to know that when an organization, or company is ready to accept the desired change by the management. There can be certain risks and reservations associated with upcoming change in the lower management and staff of the company. These can be a self-doubt about losing own position, a kind of insecurity. Also the intimidating any sort of cultural and structural changes on the workers and employees on any organization does not bring anything good at all.

It is normal in the structural changes that job positions are switched and it is tried to distribute the power and control, this creates a fear of losing power in some managerial level employees too, which can result in a serious resistance in bringing the change to the organization. No organization is ready to accept the change overnight. In fact it is human psychology to resist change. It is important that top management should develop processes and strategies to bring the change, and they should prepare the organization for accepting the change rather implementing it to them on overnight basis. The employees and workers are the stakeholders of the organization. It is required that the management should bridge the gap between themselves and the stakeholders and take them into confidence by telling them about the

extent of change, they are planning to bring to organization. This can be a potential way of bring change in an organization.

References

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