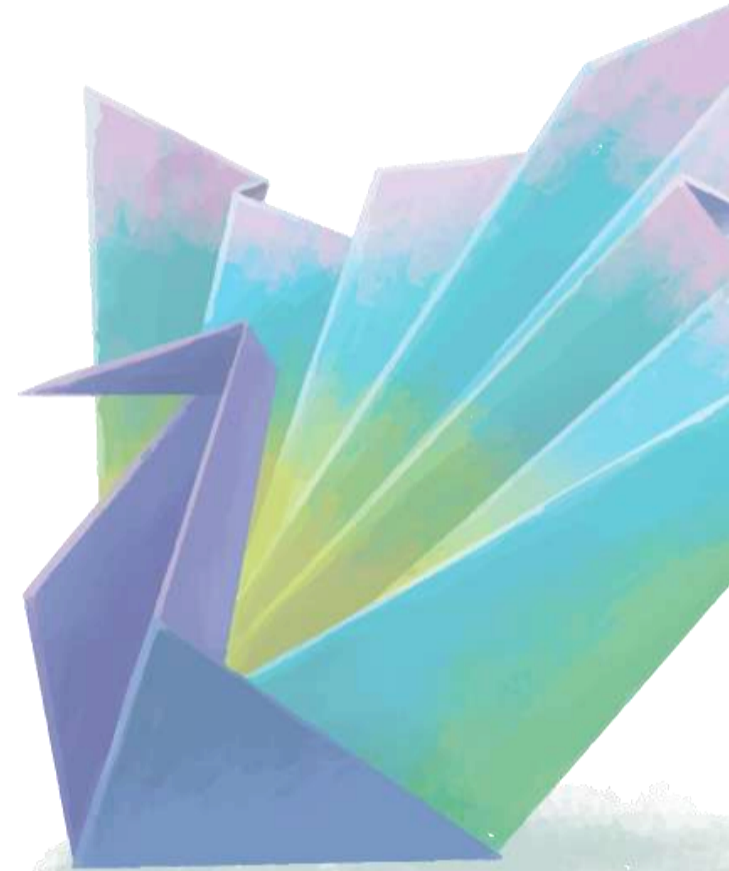




# *Innovation and Change Management*

July 2023





# What is our topic for today?



Today, we will talk about how Change Management is supporting the Innovation Process.



Guiding Principles



Transition to  
Innovation



The Role of Change  
Management in  
Innovation



The Change Process



The Change  
Management  
Framework



Change Management  
Resistance



# Guiding Principles

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- ✓ Change refers to the fact of making something different. It is a response to an existing situation.
- ✓ Innovation proactively generates ideas and solutions. It is a proactive force for change.
- ✓ People do not like change.
- ✓ For innovation projects to be successful, change needs to be proactively managed.



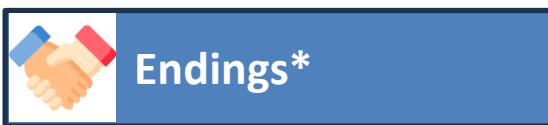


# Transition to Innovation

1

Every transition starts with an ending.

This first phase of a transition begins when people identify what needs to change.



Endings\*

2

The second step of transition comes after letting go: the neutral zone.

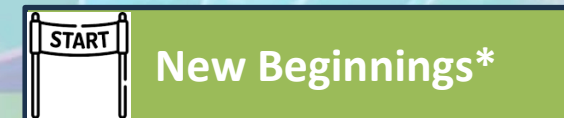
People go through an in-between time when the old is gone but the new isn't fully operational.



Neutral Zone\*

3

Beginnings involve new understandings, values and attitudes. Well-managed transitions allow people to establish new roles with an understanding of their purpose, the part they play, and how to contribute and participate most effectively.



New Beginnings\*

## CHANGE MANAGEMENT

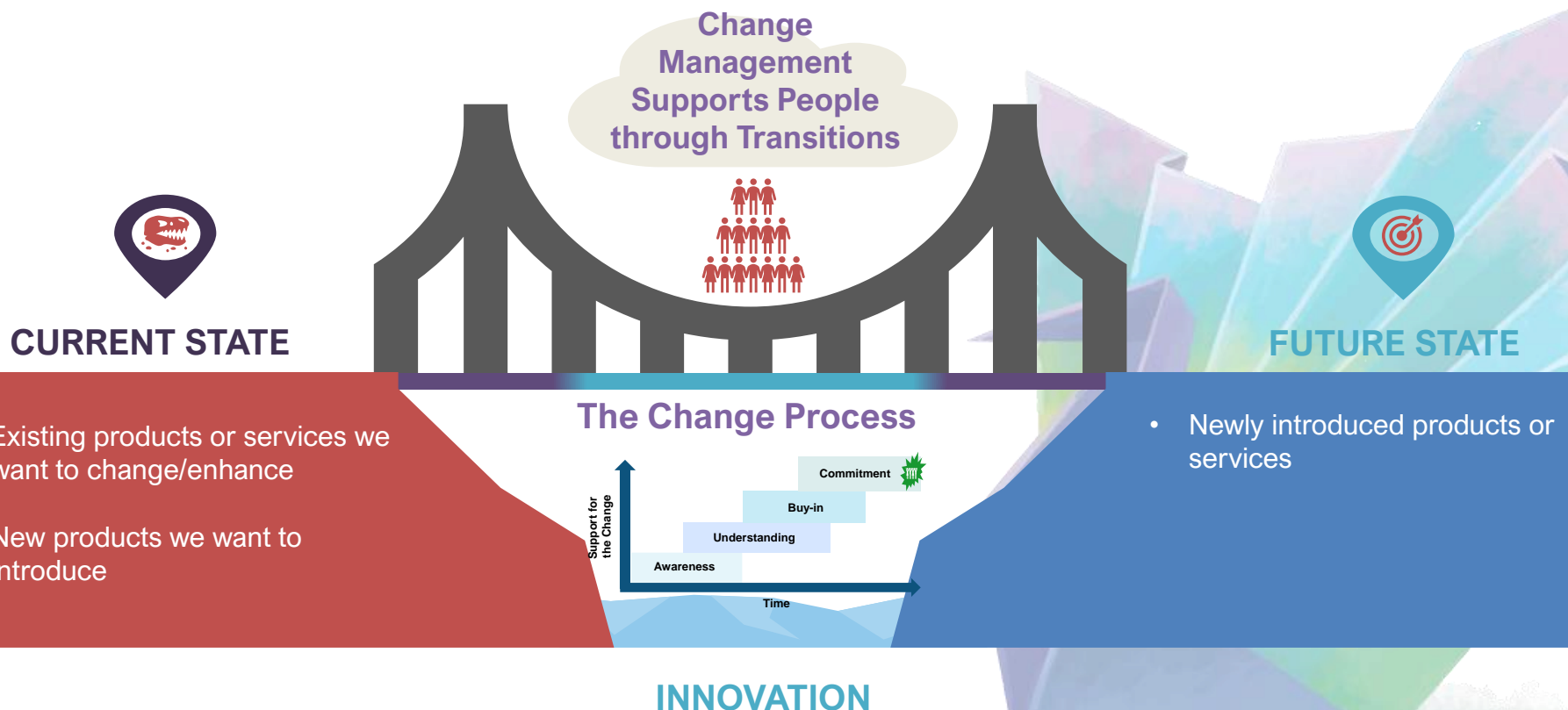
Change is any external event or situation that takes place and changes the status quo: a new business strategy, a turn of leadership, a merger or a new product. **Change Management is the process of managing the people and organizations' transition from the current to future state.**

\*Bridges Transition Model: <https://wmbridges.com/about/what-is-transition/>



# The Role of Change Management in Innovation

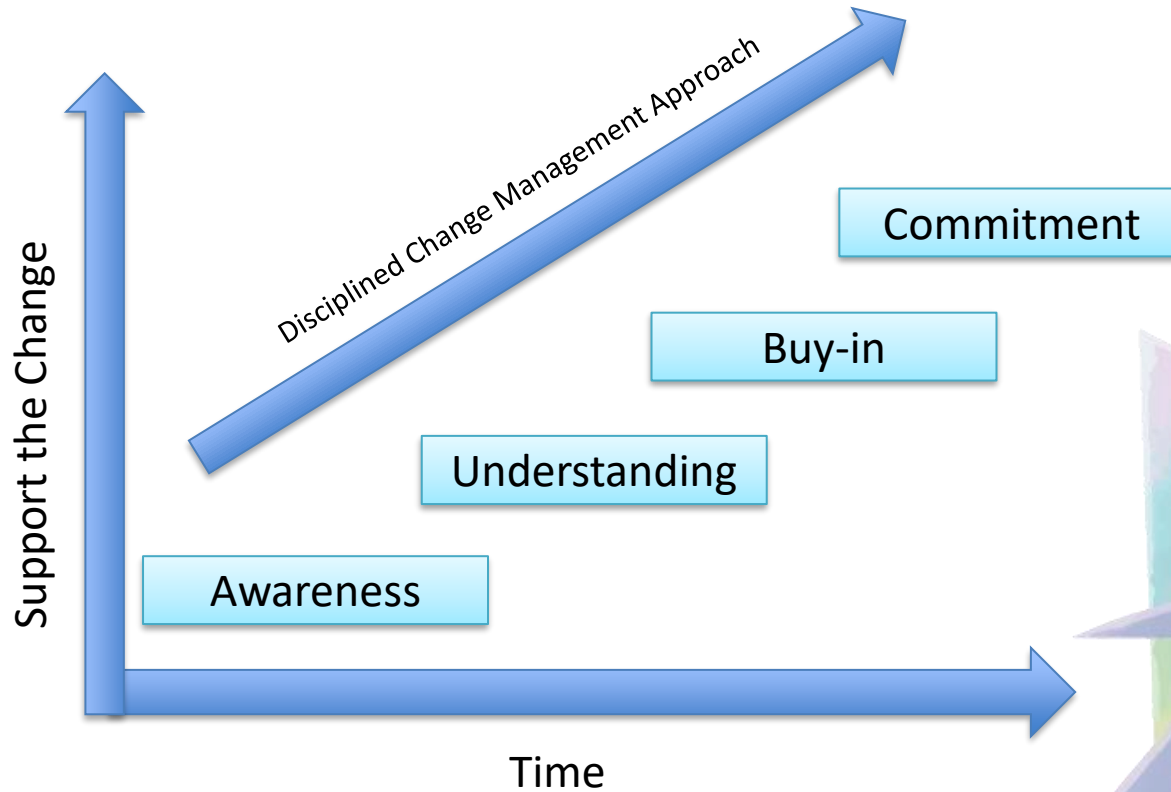
Change Management offers a structured process to help people and organizations to manage anticipated and encountered human responses to change (i.e. beliefs, feelings, and competing interests), minimize business disruption, and achieve stakeholder adoption and projected business benefits.





# The Change Process

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*"Not in his goals but in his transitions man is great."* —Ralph Waldo Emerson



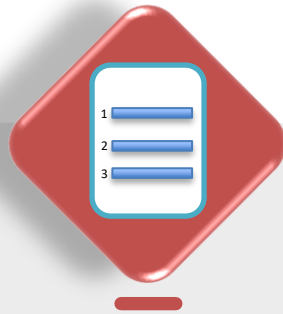
# The Change Management Framework

Through collaborative discussions with stakeholders\*, change management plans are designed and tailored to suit the business and target audience needs.



## Assess the change

Consult stakeholders to understand how the change impacts the business



## Plan for change

Build change strategies and plans that support adoption and manage anticipated resistance



## Implement the change

Execute the planned change activities, offering support and coaching to change leaders



## Sustain the change

Monitor and sustain change adoption to achieve benefits

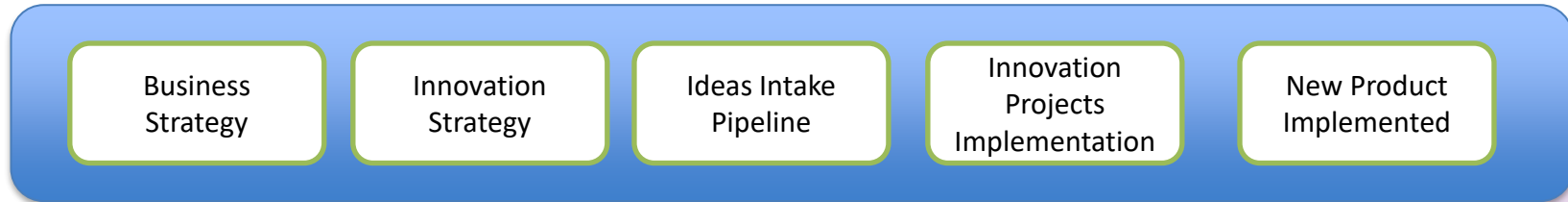
\*Stakeholders can be the company employees, business partners or customers



# Change Management Resistance

The process of managing how people react to change

INNOVATION  
MANAGEMENT  
CYCLE



CHANGE  
MANAGEMENT  
CYCLE

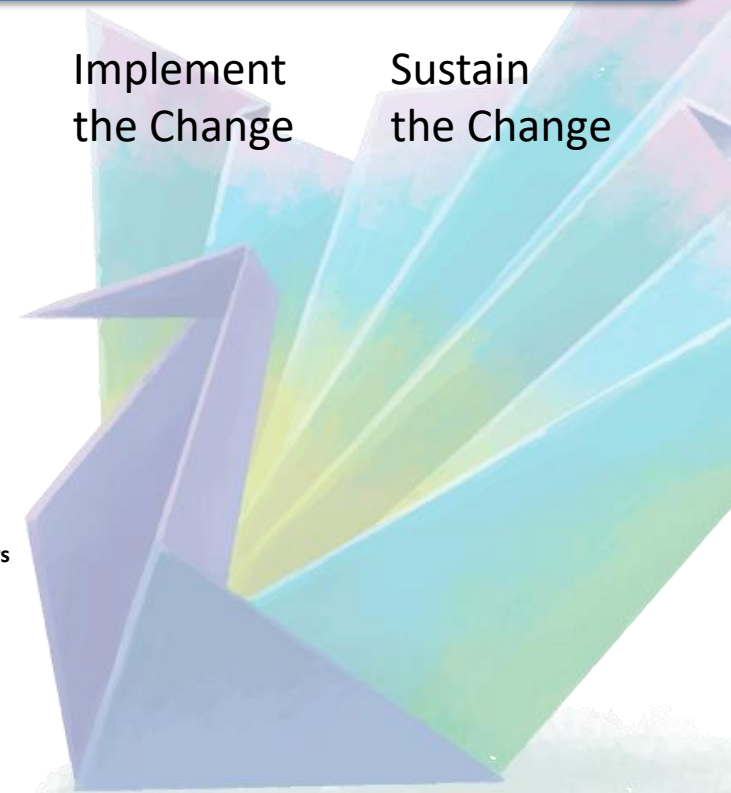
Assess  
the Change

Plan for  
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Implement  
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Sustain  
the Change

PRINCIPLES FOR  
MANAGING  
CHANGE







*I am happy to answer any questions.*

*Thank you !*

Andreea Rotaru  
Change Consultant

