

These Paradigm Shift within the Successful Change Management

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In a change process not only the objectives pursued, but also access to the means to be used as well. The test causation should be included with impact resulting from the resistance of people to change human behavior understanding. You should be able to recognize the changing importance of the environmental impacts, the key role of a continuous and flexible ability to change their generated during the construction of strategic change processes.

With the help of this strategy related to the change management, we can archive the construction of these models and they will help us categorize the relations and the realization of the results through the research. The particular feeling of being secured, the feeling of security, is nowhere to be found, but in the change itself. There's no such standing point, when you can say 'you've arrived', 'you can get out', 'hold still', 'the things will be like this, nothing's gonna change'. In every minute, every hour and on each day, there's change. The continuous change, the cognition as a continuous change and the presence of acceptance and experience" The last century has brought significant changes in the life of mankind. The concept of the brand new fast world with the presence of our everyday life, has brought a central role within the individual, organizational, environmental and economic levels. The accelerating speed of time, space and dimension made us the upcoming changes and the need of adjustment clear. This became familiar within all segments of our life. The role of changes is the most significant within the economy.

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The past methods for managing the changes are less useful nowadays. I would highlight two theories which became and still are very useful since the end of the 20th century and helped us to think again the tasks for the new millenia: The theory of complexity and the theory of evolution.

The complexity theory, that includes the following of the x y relations, the realization of the change in an unlinear way and also the paradoxes and various creative solutions are born from the interaction that is impressed by diversity, doubtfulness and instability.

The Evolution Theory. The continuous dimension shift of a DNA spiral is the presence of the continuous reform of the living space. The difficulty of change and shift comes mostly from a strong psychological factor that changing has (or can have).

Change and Shift

Moving and through moving, the change itself is elementary in the whole universe. It's part of the living system, so it also has an effect to the human body. We have to accommodate ourselves to others during our whole life (to the changes of the environment that surrounds us) we are both the reasons and the participants of change. Change isn't good or bad, it's part of our very own life.

The perceiving of change and its limits, these together are showing us events, things and receptions that are far away from our everyday habits, from our everyday things in life, these together mean the change itself, as we perceive them as something else, something new, something, that is actually changing.

Stand against the change is nothing else than part of our life and sometimes it's really hard to stand, to tolerate this, because mostly the change itself is considered by many as a problem. Every man needs stability, variety and something motivating, to change and being changed. It's an elementary psychological need to have some secured points in our everyday life that surround us, like friends in familiar and unfamiliar environments and other people who we know right.

We make our decisions through routines and habits and with the help of this, we can save precious psychological energy for ourselves. The compliance for the changed conditions can only be achieved through realization that also holds the possibility of success and failure.

What decides how open we are for changes?

The fear from the unknown is a natural human reaction. Our experiences during childhood mostly affect the measure and value of our fear. How we relate ourselves to changes depends on how we actually experience success and failure during our inner development?

At the very beginning of our life - mostly as a child when our incitement is harmed over and over again, it's not even sure that we will be prepared for changes during our life. Thanks to the failures in life, most of our mood to explore vanishes forever and because of suppression and fear that comes with it, we bury ourselves from the realization of changes. As a result, we can meet with two kinds of people: The one who's prepared for the change he's even one of the generators who make this kind of change while the other one tries to avoid it.

The strategy's for changing by man can be categorized in two different ways: one which is how to avoid the failure and the second is how to become successful. Avoiding failure is when you don't try anything new and you are

trying to be sure in what you're doing, so you avoid new situations, but this means, that albeit you have less chance for failure, but you also become less successful.

The features of the success searching type are that he ain't trying to avoid changes, he's more likely the one who generates them. He tries over and over again and as a result, he has to face failure often but he will also gain much success through his life. The man searching for success doesn't like waiting, he searches for something new and he gains experience through his life to reach the success that awaits him. The adaptation to the change itself is in fact a learning process.

One of the most important questions of the successful changing process is that how could we change our behavior and or habits. The key to success is in the reputation of the steps that we have to make till we can reach the change.

- *Step I:* Learning and perception are needed for the better understanding based on knowledge and information. We are heading through various learning processes throughout our life where we can better understand the meaning and importance of each and every experience, knowledge and information we had in the past.
- *Step II:* The process of conviction. Conviction is reached through learning and experience.
- *Step III:* Conviction becomes a decision: Change as an inner must appears.
- *Step IV:* The decision becomes the act, but we still need some strong endeavor. But the endeavor needs to remain and for this to happen you will also need the decision, because our decision has to last long. To reach this state, the decision has to be based on a pressing feeling.

You have to see, that the process mentioned before is determining in the case of life, the quality of functioning, efficiency and in success. These things come together in relation to our physique and the parts which make this physique a whole and how they are adjusted to changes. Change management is the complexity of processes, techniques and tools made for the handling of changes, so that we can possibly achieve the best results possible. It has its very own place between the leading philosophies, strategic plan and normative leading, from the basic level of strategic visions to the functional role of realization.

The various processes analyzed in the past few years within the change management showed us that it indeed has to be changed. The way the economy works as a whole has changed, and the way the individual has to prevail him/herself has transformed thanks to the economical hopelessness the world faces today.

However, there are new ways and methods within the change management which focus mainly on a stabilized, clear future, an organized and assistant culture and an adequate infrastructure.

These changes that have to be made on an organizational level are part of a process that divides their participants into two main groups: The ones who are supporting this and the others, who are against it. The key to the success in the change management is: To realize the chance for changing, and to create

everything (tools, methods, systems) that are needed for the functioning of the changing process.

These are the main factors for a focused, successful change:

- Realizing changes,
- Noting changes,
- Quick following of changes,
- Effects on changes,
- Changes for new happenings.

Changes can come from different way: From the environment, from our own body and they can also be automatic or affected. Within the organizational changes we can make significant differences between the ones that are unavoidable and the ones that are made by the members of a particular organization. The specific organizational changes are made by the environmental and personal steps made in hope of improvement and adjustment.

The control and realization of social processes become worthless if we ignore the presence of the members of such an organization. All this isn't a question of money but a question of expertise and culture.

Analyzing the opportunities in human resources and concentrating on the keys of success and change, the main segments of the knowledge based strategy are following. We cannot make any hierarchical or importance based order between these segments because their relationship is determining. These segments cannot be separated. They affect the absence of various environmental, economical, and social effects.

The first is the future based approach that implements the ability of foresight, discovering various strategic opportunities, realization of dangers before they occur and the ability to handle doubtfulness and risks. Following the need of information in this world of globalization, the quick reaction of information, the constant outlook, the ability of the handling of information and the need for understand the environment. This is one of the possibilities for the manifestation of our own will, the ability to control our fate and future and for being actively involved in the making of our own future, the searching for the right path, designation and understanding.

The ability to handle people well from the individual to the organizational level, teaming up, assistance, discovering of opportunities for decision making. Searching for new possibilities, products, services, solutions, and searching for results in innovation.

Handling of complexity that can be reached through connection between Hungarian and foreign countries, handling of conflicts, making coalitions and diffusion orientation through cooperation.

Abilities to change, that are the realization of need, flexibility, ability to make a choice, creativity, continuous learning, gaining new relationships and their involvement into new processes and into their coordinating and reorganization.

Based on the so called *5P model*, we can get a good overview from the planned changes on the organizational level:

- Philosophy
- Policies
- Programmes
- Practices
- Processes

The basic psychological and social psychological coherency of the change management. In retrospect, the processes of a successful change can easily be researched. The abilities to analyze are very important elements of the change management and you have to use the theories well in the practice.

To change a negative situation into a positive one, to realize advantages alongside disadvantages the search for the harmony and handling of loss and profits. Looking inwards with an outer point of view and the ability to judge our own situation with the help of others and their perspectives.

Continuous learning, achieving of a reliable and up to date knowledge and its use. Ethical behaviour, social and environmental responsibility, value creation, risk-bearing point of view. *Kurt Lewin* (1951) characterized changing as a psychological force field. According to him, there are some motivating powers that can help us to change and some others that act like braking forces, which are resisting against it. Change can only be achieved when these psychological motivations are dominating against those which are working as braking forces.

In the system theory changes can be divided into two types. The first basic change occurs in a particular system. Here, the system itself stays changeless. The change on the second degree however is the changing of the system itself. Change (mostly when the information we have is insufficient) can endanger the feeling of security, composure and predictability.

The premise of the success of change is - according to the *5 EL modell* -, the existence of at least 4 of the 5 modells. These premises counteract the stand against changes.

- EL 1 The actual satisfaction
- EL 2 The imagined future
- EL 3 The plan and existence of the first steps, strategy for the realization of the ideas
- EL 4 The step together, the presence in the identification of problems and the planing of changes for the reach of commitment.

These four models have to be bigger than EL 5 itself, the resistance against changes. The problems that come during (or because of) changes, is the next big question. Most of the models found in various literature determine various steps and adjoin them for the success of changing.

For the reactions that were made because of the quick changes in the workplace of a change manager, we have to know the methods and the answers on an organizational level in an ever changing environment. The main focus is on the development of communication skills, creativity and teamwork and the integration of all these into the work.

On the particular research field designated by me, I analyze the changing ability of the individual and organizational levels and how these are affected on one particular section during a process, while the analysis of human factors are

standing in the middle. I help with defining of methods and models - for the increasing and maintaining of the abilities (or skills) - of man to change and the realization of the successful change of the individual and organization.

These are the key parameters:

- feedback from the particular target group,
- securing of the continuous commitment of the management,
- informing the right colleagues, and keeping these informations up to date,
- negotiations with the interest groups,
- clear and traceable personal decisions at the begin of the process,
- training of the subject person,
- customized, personal service for the key persons,
- stabilization of newly-found changes, evaluation and feedback,
- considered outer communication, making of a screenplay.

Steps of exercise:

- initiating of changes, when and why,
- securing of necessary conditions for the successful changing process,
- formulating of intentions of change and the clearing of their requirement for content and form,
- successful handling of the awaiting barriers,
- development of changes made in an organization, their assistance and realization.

Summary

The next questions may develop the main orientation, field and importance of my study. *The questions of change management:*

- How must be the change handled in the organizational process?
- What are the opportunities in the human resources?
- What are the basic psychological, social psychological connections in the change management?
- What are the key elements of change?
- How can the change of behaviour successfully brought to life?
- What tools are needed for the successful change management?
- What is the role of 'me, myself and I' in the change?

To maintain the success of change, we have to transmit attention:

- Forming of win-win situations
- Clear goals, communicative results in the short term
- The basic of a successful change is that it has to be clear for all participants in the short term.
- Involving of colleagues

A new way of leading Result orientated public administration and its maintainable operation. Politics and direction: They have to cooperate and this changing process has to be assisted by anyone who's involved in it everyone has to associate with the reform.

We have to realize through the construction of strategies for change, the importance of environmental effects and the central role of steady and flexible changing procedures generated by the change itself.

As a summary, we can say that we have to determine the goals we want to achieve and the tools that will help us reach these goals. The construction of these modells will help us categorize the relations and the realization of the results through research.

We have to face many new questions through the research of these results, including is the inclination of change for people living in different regions the same or different.