



What About Change Management?

Too many organizations fail simply because they failed to plan, specifically plan for the future. Having a plan and being able to adapt to the constant change coming from all directions is what sets successful companies apart from the rest. These businesses clearly defined targets and know how to manage change from within to achieve their goals. This can only be done by first having a companywide vision and successfully executing the appropriate strategy.

Vision

Before an organization can make a change it must first understand what should, and should not change. Ancient Proverbs state “where there is no vision the people perish.” Before many organizations understand the importance of a vision, they must understand what a vision is. Often a vision is muddled with both core values and goals. These are not the same. Core values define the soul of the organization. They answer why the company exists; it explains the underlying purpose of all that the company does. These core values do not change. This vision is often something that cannot ever be completed, for example IBM’s vision is to create innovative products that matter. This defines every task in the organization. Goals assist in following that vision.

Goals

Some of the oldest businesses in the world have operated for more than 400 years. They have survived for such a lengthy amount of time because they envision what the company will be like in twenty years or more. These long term goals are aligned with the overall company values. With a long term goal that is founded on the core values, smaller goals can be easily created to support the larger long-term goals. It is crucial that all company goals be aligned with the overall company purpose to eliminate chaos and confusion. Good goals should be clearly defined, measurable and attainable. While stretch goals are great, businesses must avoid setting lofty goals that cannot be attained. The ensuing failure can have long-term negative conations that impact the business far longer than the initial failure.

Change as a Process

Many companies that have appropriate core values and goals still lack the expertise to carry out the appropriate changes to fulfill their goals. Change can be hard to carryout, even for superb managers. Knowing what to change within the organization, when to start or how to implement it along with regular operating duties can be daunting. Often business leaders fail to recognize that change is a process that can take years. It is not a switch that can be flipped to create an instant transformation. The change process is managed through a series of stepping stones that climb higher to fulfill the intended results. These steps cannot be side-stepped without a loss of effective change. There are no shortcuts. The process may appear intimidating but the results outshine any obstacles that may arise. Creating a result driven culture averages a 6.3% return of assets compared to a poor organizational cultures return on assets at 4.5%. To ensure that the appropriate steps are taken, and successfully completed, organizations may need change management assistance from experts.



Conclusion

Successful companies already know that change management is a prerequisite to success. Even unsuccessful companies recognize this fact. The trouble is most companies don't know the how and what required to implement changes they desperately need. Even more troublesome is knowing you need change, but lacking the ability to implement change. Rosewood can help define your company's vision and goals and then assist in managing the necessary changes. Utilize Rosewood's decades of experience and their proven OES Methodology to guide your organization through the stages of change—developing and anchoring a long-term high performing culture.

About Rosewood Partners, LLC

Headquartered in a rural East Texas town, Rosewood Partners, LLC is a unique management consulting group that builds on its small town roots of loyalty, partnership and commitment. Its team is comprised of industry specialists with centuries of combined practical hands on business experience in the areas of change management, operations management, off-site and staff augmentation services.

Rosewood's leadership philosophy is drawn from actually having led teams located all over the world through corporate downsizing, merger and acquisition activities and everyday business operations. With its down-to-earth small town roots Rosewood believes in keeping things simple. Real-life experience has granted its team members the ability to employ simplicity to solve real world business problems. The straightforward tasks that simplicity demands deliver the reward of constant and consistent results. It is this simplicity that drives Rosewood's OES methodology, Operational ExcellenceSimplified.