

Organizational Change.

- Change is inevitable in the life of an individual or org.
In today's business world, most of the org. are facing a dynamic and changing business environment.
- They should either change or die.
- Org that learn ^{& cope} to change will thrive and flourish and others who fail to do so will be wiped out.
- Org change is the process by which org move from their present state to some desired future state to increase their effectiveness.
- The goal of planned organization change is to find new or improved ways of using resources and capabilities in order to increase the organization's ability to create value and improve returns to its stakeholders.
- Org change refers to a modification or transformation of the organization's structure, processes and goods.

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Recent survey of some major org. around the world have shown that all successful organisations are continuously interacting with the environment and making changes in their structural design or philosophy or policies or strategies as the need be.

Characteristics of change.

- change results from pressure of both external and internal forces in the org.
- change in any part of the organisation affects the whole organisation
- change will affect the various parts of the org in different rate of speed and degree of significance
- changes may affect people, structure, technology and other elements of the organisation
- change can be reactive or proactive
 - due to pressure from external forces
 - initiated by the mgmt on its own to an orginal effectiveness

FORCES OF CHANGE

There are no. of factors both internal and external which affect org^{nal} functioning.

Any change in these factors necessitates changes in an organisation.

A EXTERNAL FACTORS.

external environment affecting org directly or indirectly. The org do not have any control over the variable in such an environment.

* Technology.

* Marketing conditions -

* Social change.

* Political forces.

B INTERNAL FACTORS.

* Nature of the work force.

* Change in Managers.

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