

Identifying the Best Time to Change

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A high concentration of homogeneous players operating in a single market leads to elevated consumer satisfaction levels; however, this may lead to the inability of a company to provide a consumer with preferred services and products which may cause consumer switching.

To avoid such disastrous consequences and remain in competition, many companies might resort to a different means of change. There could be a change in management techniques, executive coaching, machinery, production techniques or salary structure among others.

So, when is the best time to implement a change? ó The best time to implement a change would ideally be when it is not needed. It is universally acknowledged that a change arising out of an urgent need is challenging to implement do to the lack of time and dearth of efficient research which goes in choosing the structure of a change. Also, during an urgent need, an organization is unable to give the necessary time to its employees to be prepared for the change that is about to take place. All these reasons require the need to know the best time to change.

If an organization wants to implement a change, a pre-planned and systematic approach towards a change is very much needed. Consider the case of an organization that has to implement an extensive employee database. Letø assume that such a database is made mandatory by a court order that states that many workers working in the nearby companies are responsible for a high number of community crimes in the area. Such database would require a lot of planning for proper implementation. Many considerations like the choice

between computerized or paper database, the person responsible for the records and their maintenance, official documents needed from an employee for proper verification etc. should be made. It is easier to do all these things if the planning for such change had already been done when the organization started its hiring procedure.

There are two methods to implement changes namely, long term solutions and short-term fixes. Long term changes are often initiated at one go whereas short term fixes are continuous and recursive. Normally when long term solutions are prescribed, it has been seen that nothing was changing in the company for some time and suddenly a big significant change is implied to the organization. Evidently such changes are often resisted by various stakeholder including employees and the timing of such changes need to be carefully thought out, to avoid a confrontation. Ideally a proper time frame should be put forward whereby old structures are dismantled and the new change and structures are brought forward.

Short term fixes on the other hand are very minimalist in nature and are easily accepted by employees and stakeholders alike. Such fixes are easier to implement because of their relatively insignificant impact. If properly planned on constructive foundation; short term fixes may lead to excellent long-term benefits. Timing for such changes can mostly be left on the discretion of the management.

Irrespective what change you plan to bring in or the modality of the change that you propose, it is always best to implement a change at a time when a significant window of time is available, to properly plan and create interest in the implementation of the change.

The ongoing challenge always rests with being vigilant and recognizing that there may be issues that have been avoided or maybe on the horizon but overlooked or even worse yet ignored.

Forward thinking and proper communication is always the key to success!

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Sincerely,

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