

Allawos & Company

Commentaries and Insights from Allawos & Company

Change Management: The Role of a Catalyst

Michael Allawos, Principal Consultant



The other day I was called out for being the “Catalyst” that fostered a badly needed change?? I pondered this for quiet some time trying to understand the meaning and the energy that was put on this comment. In the end it simply reinforced how some people just resist change for a multitude of reasons such as fear, comfort level, friendships, alliances and don’t understand the simple


reality “grow or be irrelevant”. Needless to say, I wore this comment as a badge of honor.


There are many examples of failed changes in the corporate world. In modern day management, an organization spends a great number of people (politically correct) hours in an effort to devise strategies that would lead to better and efficient utilization of resources. In spite of careful and well-planned research in increasing the output, it is never guaranteed that the proposed change will be implemented successfully.


It’s nearly impossible (not completely) for one man or woman to initiate a change. Many times, organizations resort to the creation of a task force that is comprised of people with good leadership qualities to act as catalysts. Sometimes such people also command an authority over a major section of organization.


The above points lead us to two questions; “What is a catalyst?” and what is the possibility of successful implementation of a change with the help of a catalyst? Generally, a catalyst means anything that generates circumstances in which a change can be successfully or unsuccessfully implemented.

Due to our human nature and upbringing, different people act differently when a change is implemented or is about to in an organization. With the possibility of resistance and or apathy cropping up amongst stakeholder(s), the role of a catalyst is to put in order and to implement an efficient and successful plan for change which is imperative for a positive end goal. Let's take a close look at some of the catalysts important roles and objectives:

 One of the important roles of a catalyst is to make things occur. Many people only watch the change but don't acknowledge or react to it; one of the important jobs of a catalyst is to help such employees or interested parties in an organization. In an organization there are people from various backgrounds. For mature and/or experienced staff, change is simply too much to handle. A catalyst helps such folks by listening to their grievances, fears and concerns and helping them in aligning themselves with the upcoming environment.

 Another key responsibility of a catalyst is to answer to or explain the need and consequences of a change in the organization to its employees and other stakeholders. Their feedback, questions and worries should be properly listened to and answered to their satisfaction. Doing this will help them in the transition to the change and would create their trust in the catalyst.

 Reason and logic are some of the most important and easiest things to understand, however, emotion often gets in the way. In an organization a catalyst can present logical explanation towards the change. The positive as well as negative aspects of a change should be explained to employee(s) by the catalyst. Here, it is important to be as truthful as possible regarding the different aspects of the change. By sharing his/her view, a catalyst can make it easy for others to connect with the problem and thus result in an efficient implementation of the change.

 When in a difficult or unexplainable situation a catalyst can work using the divide and conquer method to solve the problem (i.e., breaking the bigger change into a series of smaller and continuous changes that lead to the fulfillment of the overall change). Smaller changes are less expensive and easier to understand. This makes it easier for others to comprehend the change. Divide and conquer has many negative connotations attached to it. A better way to look at the situation would be to work with smaller groups to build consensus and work through issues.

The role of a catalyst is an exciting as well as a rewarding one. Successful implementation of change not only helps an organization, it also works in improving the life of the employees and stakeholders alike if done successfully. **Be Bold and Act.**

About Allawos & Company, LLC

Allawos & Company is a comprehensive global management business-consulting firm, tuned to enable organizations to identify and exploit opportunities through creative engagement built on a foundation of decades of senior management experience.

We are a global management consulting firm specializing in business plans, business development, corporate development, contract negotiations, employee surveys, strategic planning and turnarounds.

We service the aerospace industry to healthcare, semiconductor to farming and most industries in between. Our comprehensive consulting services improve the client's condition and leaves behind the tools for growth.

Sincerely,

Michael Allawos



Allawos & Company, LLC

Global Management Consulting Services

Michael Allawos

President

1200 E. Route 66 - Suite 201

Glendora, CA 91740

(626) 335-5015

(626) 824-4546 Cell

Skype: Michael.Allawos

www.allawosandcompany.com

michael.allawos@allawosandcompany.com

Michael Allawos
President & CEO
Principal Consultant
California, USA

Albert van Rensburg
Senior Consultant
International Bus. Dev.
Gauteng, South Africa

Stephanie Jones
Senior Specialist
Employee Relations
California, USA

Larry Vertal
Senior Consultant
Corporate Development
California, USA

James Kohlhaas
Senior Consultant
Systems Integration
Washington DC, USA

Jim Shivers
Senior Specialist
Water Treatment
California, USA

Ambassador Werner
Brandstetter
International Diplomat & Strategist,
Vienna

Dennis Alfieri
Senior Consultant
Real Estate/Gov. Affairs
California, USA

Magnus Caspar
Senior Consultant
Basel, Switzerland

Dr. David French
Senior Consultant, Human
Development
California, USA

Alex Kam
International Trade
Specialist
China & Hong Kong

William (Bill) Dykes
Senior Business Consultant
And Oil Expert
Texas, USA

More information is available at
<http://www.allawosandcompany.com>
or by calling (626) 335-5015 or (626) 824-4546

[JOIN OUR NEWSLETTER] <http://www.allawosandcompany.com/news/join/>

Copyright 2018 Allawos & Company