



Managing Change; Employee & Customer Focus

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Outline

- *Review Change Management*
- *EFCS*
- *Issue for change*

Questions you may ask when you hear about "change management"

- When do you need to make the decision to change?
- Why have we decided to change?
- What level of change should our organization aspire to?
- What companies should we benchmark against?
- How will we go about making the change?
- How much risk can we tolerate in our change effort?

inspiring story from retired car driver

Most drivers do one of two things:

1. They try to get the brakes to work.. sure it distracts the driver and puts him at risk of a crash
2. They slow down, of course it makes him a hazard to other drivers and also puts him at risk of a crash

so, what should you do?

SPEED UP !! he said

accelerate past the other cars and
then take whatever action is
necessary

When the brakes fail, the changes is instant ad you have no choice but try to think of options for action, but with gradual change, like aging, you don't really notice it until something forces you to.

DEFINING CHANGE MANAGEMENT

- Change management is not a stand-alone process for designing a business solution.
- Change management is the processes, tools and techniques for managing the people-side of change.
- Change management is a method for reducing and managing resistance to change when implementing process, technology or organizational change.
- Change management is not a stand-alone technique for improving organizational performance.
- Change management is a necessary component for any organizational performance improvement process to succeed, including programs like: Six Sigma, Business Process Reengineering, Total Quality Management, Organizational Development, Restructuring and continuous process improvement.
- Change management is how we drive the adoption and usage we need to realize business results.

CHANGE MANAGEMENT PROCESS

- *Preparing for Change*
- *Managing Change*
- *Reinforcing Change*

Preparing for Change

- Define new change
- Understand change
- Develop change
- Develop your personal change

Managing Change

- Develop change management plan
- Develop and implement plan

Reinforcing Change

- Collect and analyze feedback
- Diagnose gaps and recognize
- Implement corrective actions and
- Celebrate successes

Preparing for Change

- Define your change management strategy
- Prepare your change management team
- Develop your sponsorship model

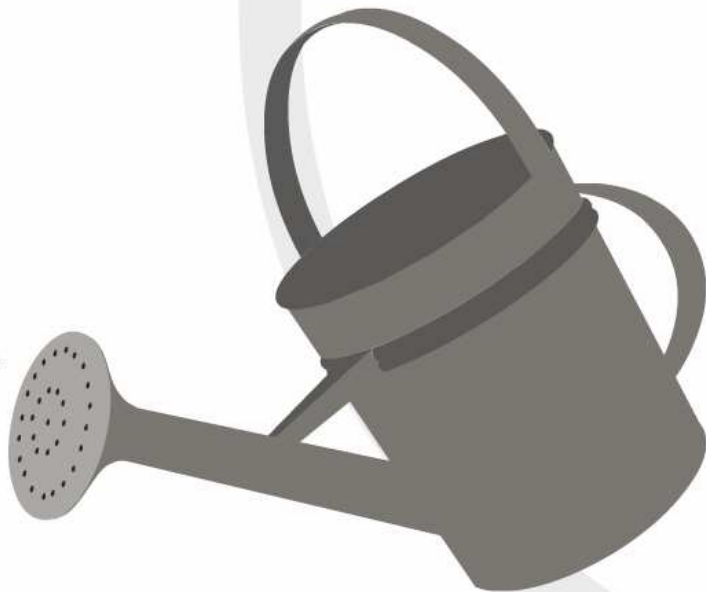
Managing Change

- Develop Change management plans
- Take actions and implement plans

Reinforcing Change

- Collect and analyze feedback
- Diagnose gaps and manage resistant
- Implement corrective actions and celebrate successes

Employee First, Customer Second



What we learn from this book?

- Mirror Mirror: Creating the need for change (think of future image that what we call it "the romance of tomorrow")
- Trust through transparency: creating a culture of change (concept of trust, believe each other, work together, employees feel included in the problem of company)
- Inverting the organizational pyramid: building a structure for change (upside down organization)
- Recasting the role of the CEO: transferring the responsibility for change (stop thinking of yourself as the only source of change)
- Find understanding in misunderstanding: renewing the cycle of change

Issue for change

Nursing Shortage

Gen Y vs Gen X

interpersonal relationship vs result oriented

top down vs upside down

employee focused vs customer focused



a kind of solution for employee shortage

- big salary
- happy work place
- great training
- rewards
- Transformative leadership

is it enough??

References:

Nayar. 2010. Employees First, Customers Second: Turning Conventional Management Upside Down. Harvard business Press



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