

STOP – Deceleration Before Acceleration Change Processes in Moderation



Fast, faster, fastest – this is the motto of our modern society. The half-life of technology, products or even business models continuously decreases. Nothing is as constant as change. Quick strategic policy changes are normal for some companies. But for many managers and employees these constant changes are stressful and cause anxiety. Eventually, there will be apathy and resistance to change, which endangers people's ability to adapt.

STOP! To start, 'deceleration' is necessary because important questions must be answered before a change process is started. The following basic questions must be answered: How reasonable and necessary is the planned change? Should the company always embrace every single trend? Do we have the resources to execute the change?

Does the Change Fit the Company's Business Definition?

A clear business definition includes the basic business of the company; it is neither too wide nor too tight; and, it has long-term potential. Focus on the customer target group and the satisfaction of their needs. Identify the resources that can reasonably be used. It is not necessary or worthwhile to follow every trend. The need for really necessary changes, on the other hand, becomes clearer.

Change Processes in Moderation: Stop and Go!

STOP - DECELERATION

- **Review** your **Business Definition** and critically ask yourself whether the planned change meets this definition.
- **Organise** your **Resources** (people, materials, training, support)
- **Communicate** the **Reasons** for the change.

GO – ACCELERATION

- Prompt, immediate, execution

Get Prepared

When a change is determined to be necessary, plan thoroughly. Prepare all tools, equipment, materials and training programmes which are necessary to complete the change process efficiently.

Explain the Meaning

Often management will inform staff about the details of upcoming changes without communicating the reason for the change. Communicate the need, the rationale behind the change, to your employees. Explain the goals and why it is beneficial for them to actively cooperate. Employees can accept change more easily

when it is clear that it is necessary for the company's survival and the continuation of their jobs. A clear business definition makes the communication about the meaning and necessity easier.

GO! – Accelerate. If management takes time during the planning phase to consider strategically, to prepare and to 'decelerate' the processes, the realisation of the change will likely be faster and more sustainable.

Would you like to reconsider your business definition? Are you looking for long-term marketing planning? The **BEITRAINING**[®] training programme **Building Your Business**[®] (**BYB**) deals with this subject in detail.

Quotation of the Month:

Change should not be presented as something nice. It must be a matter of survival.

*David Swanson, American top manager
(Procter & Gamble)*

Control Your Speed!

We wish all our customers, sponsors and cooperation partners a prosperous December and a Happy New Year. May you find time to pause for a moment and to replenish your energy.

Sincerely

Your **BEITRAINING**[®] Team

