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Change Management in Crisis Situations ©

By

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No organization will improve until leadership admits that there is a problem. Change management initiatives have various common assumptions, i.e. money is very tight, morale is usually low, good employees may be looking for a different job, non-productive staffers are not making eye contact and many are doing the blame game; if we hadn't expanded..., if somebody would make those guys in the warehouse work..., if we had better salespeople..., if we had new software..., if I had a bigger budget..., if, if, if.

Here are my top three tactics that can lock down a positive redirection for any company.

- 1. Get The People To RELAX:** I have never recommended employment adjustment unless I, along with senior management, am sure that the employee is detrimental to, unable to or unwilling to contribute the change program plan.
- 2. Management Team Commitment:** There can be no “sacred cows” in

managing change. Emotion cannot be part of imperative change decisions. If the company has the right talent on board and the product or service has marketability, that company can be made very profitable with the right “Business Profit Plan”.

- 3. Catch The Capital:** Especially when economic times are difficult, sales should take a back seat to “profit”. Many have not paid attention to unsophisticated procedures like inventory control, cash flow planning (not cash requirements), productivity accountability, asset / debt management and other nitty-gritty leaks in the bucket.

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