HOW TO LEAD AND MANAGE THE CHANGE AMONG EMPLOYEES

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ABSTRACT

Today's business world is highly competitive. The way to survive is to reshape to the needs of a rapidly changing world. Resistance to change is a dead-end street for the organization. Customers are not only demanding excellent service, they are also demanding more. If the companies do not supply it, the competitors will. Catalyzed by technological breakthroughs in distribution, information and communication systems, we are moving rapidly into a world in which geopolitical boundaries that have been the hall marks of our history are fading (Toffler, 1980). What Toffler had predicted in the 1980's has actually happened. This is an era of tremendous change, marked by globalization, technological advancements, telecommuting and e-commerce that are shrinking global boundaries and accelerating the pace of change. Organizations are reshaping themselves to change quickly in order to meet the needs of their customers. In this rapidly changing world as the speed of change continues to increase, change management is a fundamental competency needed by managers, supervisors, Human Resources staff, and organization leaders. This paper establishes and evaluates the key steps used by a leader during the change management process to ensure the effective implementation of organizational change in a manner that has a positive impact on the organization's workforce.

KEYWORDS – Breakthroughs, Communications, Information, Organizational Change, Technological, Telecommuting.