

6.1.6: Introduction to Change Management

What you'll learn to do: Discuss change management as it functions in organizational behavior



Why is change management a topic in organizational behavior? Organizations need to be able to adapt to different market conditions and customer needs—and it seems as though those kinds of changes are happening every day. When an organization isn't flexible, another business will swoop in and take those customers—and those profits—away.

But change management is definitely a behavior. Organizations don't have to change—people have to change. And that's what change management is all about.

Managers at an organization need to recognize problems as they occur and adjust their processes accordingly to solve for them. Good change management skills make this an easier process.

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