

**GROUP 007**

# **CAD 01 – LaMarsh Change Management**

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# LaMarsh Managed Change™ Model

The **LaMarsh Managed Change™ Model** is a structured change management framework designed to guide organizations through effective change founded in 1979. It emphasizes a proactive approach to **planning, implementing, and sustaining change by focusing on readiness, communication, and minimizing resistance.**

**LaMarsh**  
GLOBAL

# LaMarsh Managed Change™ Model



The **LaMarsh Change Management process** was developed by **Daryl R. Conner** and further refined by the **LaMarsh Global consulting firm**, founded by **Rick LaMarsh**. This process emphasizes proactive change management by addressing organizational readiness and resistance while fostering engagement.



URL: <https://lamarsh.com/>

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# LaMarsh Change Management Framework

## Initiate the change

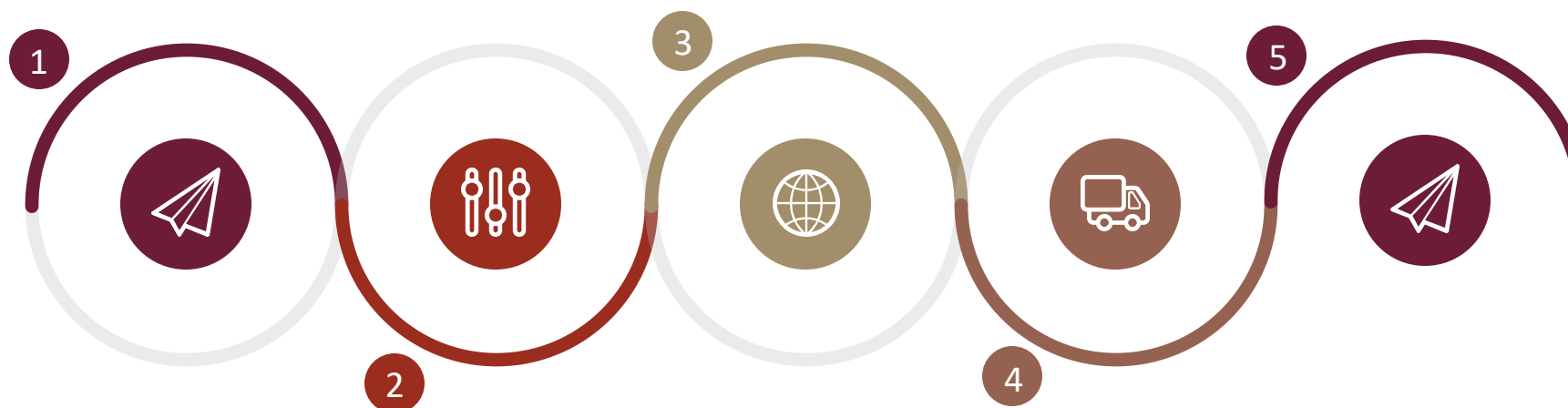
- Leaders establish objectives for the change

## Implementation phase

- Leaders follow an action plan to minimize resistance

## Sustain outcomes

- Leaders support processes to maintain and reinforce the changes over time



## Identify risk

- Leaders evaluate potential barriers to employee acceptance

## Achieve results

- Leaders measure outcomes against initial objectives and continue to identify and adjust risks

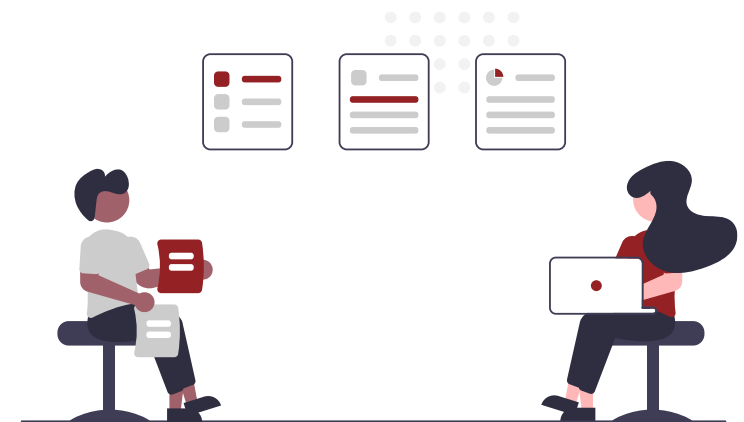
# Initiate the Change

Initiating the change is the first aspect of the LaMarsh Change Management Model. It involves **defining the problem or opportunity that requires a change**, articulating the vision for the change, and gaining support from stakeholders for the change initiative.

Initiating the change is crucial because it sets the stage for the rest of the change management process.

Key activities involved in initiating the change include:

- Identifying the problem or opportunity that requires a change
- Developing a vision for the change
- Communicating the need for change to stakeholders
- Establishing a sense of urgency
- Securing buy-in from stakeholders
- Allocating resources
- Establishing metrics for success



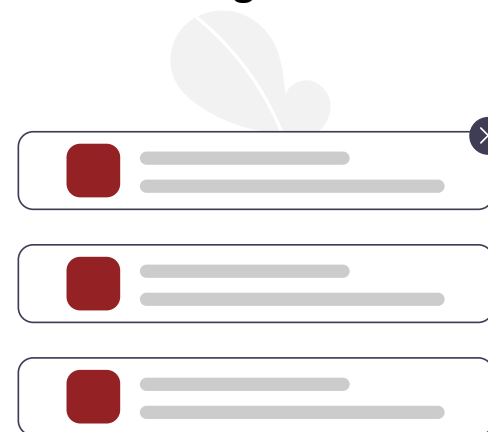
# Identify Risk

Identifying risks is the second aspect of the LaMarsh Change Management Model. It involves **identifying potential obstacles that could impact the change initiative's success and developing a plan to mitigate those risks.**

Identifying risks is crucial because it allows organizations to anticipate and address potential challenges before they arise. By identifying risks early in the change management process, organizations can develop contingency plans and allocate resources to mitigate those risks, increasing the likelihood of a successful change initiative.

Key activities involved in identifying risks include:

- Conducting a risk assessment
- Engaging stakeholders to identify potential risks
- Analyzing past change initiatives for common obstacles
- Developing a contingency plan for each identified risk
- Allocating resources to mitigate identified risks



# Implementation Phase

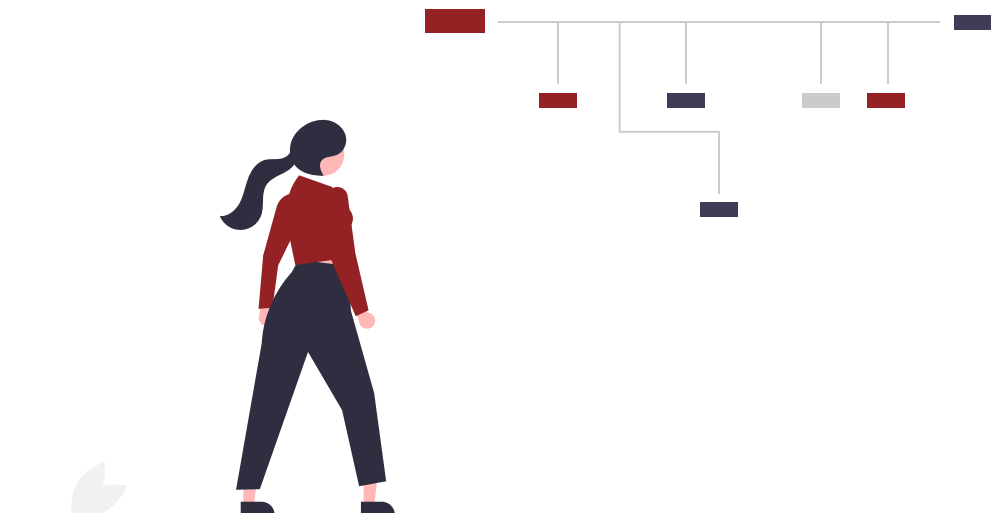
Implementation is the third aspect of the LaMarsh Change Management Model. It involves **executing the change initiative according to the plan developed in the previous aspects of the model.**

Implementation is crucial because it is the stage where the change initiative takes place. It involves executing the plan developed in the previous stages, managing resources, and addressing unexpected challenges. Effective implementation is critical to achieving the desired outcomes of the change initiative.

Change leaders and managers plays a critical role in implementation. They must ensure that the change initiative is managed effectively, including establishing timelines, allocating resources, and monitoring progress.

Key activities involved in implementation include:

- Managing resources and timelines
- Communicating progress to stakeholders
- Addressing unexpected challenges
- Adjusting the plan as needed
- Monitoring progress and adjusting course if necessary





# Achieve Results

Achieving results is the fourth aspect of the LaMarsh Change Management Model. It involves **measuring the outcomes of the change initiative and evaluating its effectiveness in achieving the desired results.**

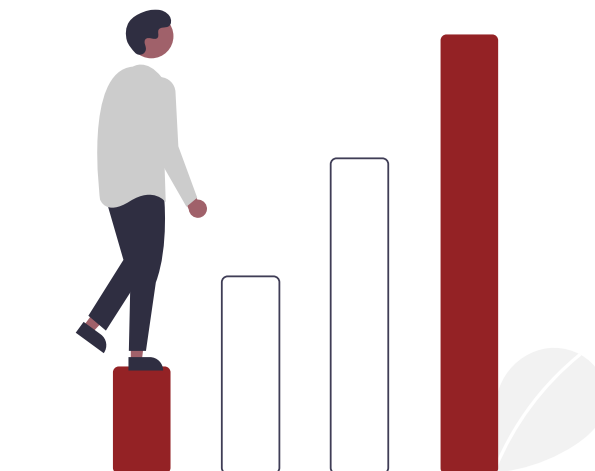
Achieving results is crucial because it allows organizations to determine the change initiative's success and identify improvement opportunities.

By measuring the outcomes of the change initiative and evaluating its effectiveness, organizations can learn from the experience and apply those insights to future change initiatives.

Measurement and evaluation play a critical role in achieving results. Leaders must establish metrics for success at the outset of the change initiative and monitor progress throughout the implementation process.

Key activities involved in achieving results include:

- Establishing metrics for success
- Monitoring progress throughout the change initiative
- Evaluating the outcomes of the change initiative
- Identifying opportunities for improvement
- Adjusting the plan as needed for future change initiatives



# Sustain Outcomes

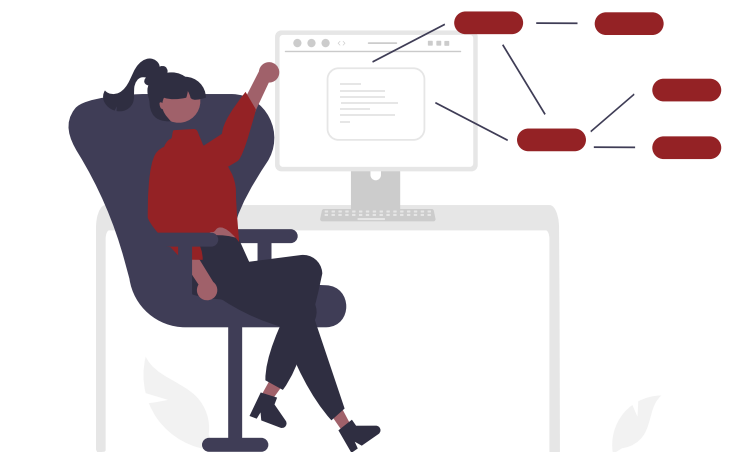
The fifth and final aspect of the LaMarsh Change Management Model is sustaining outcomes. It involves **embedding the changes made during the change initiative into the organization's culture and operations, ensuring that the desired outcomes are achieved and maintained over time.**

Sustaining outcomes is crucial because it ensures that the change initiative's benefits are realized over the long term. It also allows the organization to build on the change initiative's success and continue to improve over time.

Leadership plays a critical role in sustaining outcomes. Leaders must ensure that the changes made during the change initiative are integrated into the organization's culture and operations.

Key activities involved in sustaining outcomes include:

- Embedding the changes into the organization's culture and operations
- Communicating the importance of sustaining outcomes to stakeholders
- Allocating resources as needed to maintain the changes over time
- Continuously monitoring progress and adjusting course as needed



# Advantages of the LaMarsh Change Management Model

The LaMarsh Change Management Model offers several advantages to organizations seeking to manage change effectively. Some of the key advantages of the model include the following:



## COMPREHENSIVE APPROACH

The LaMarsh Change Management Model is a comprehensive approach to change management, providing a clear framework for organizations to follow, from initiating the change to sustaining the outcomes. This approach **ensures that all aspects of the change initiative are considered and addressed, increasing the likelihood of success**



## FLEXIBILITY

The LaMarsh Change Management Model is a flexible approach that can be adapted to meet each organization's unique needs. This flexibility allows organizations **to tailor the model to their specific circumstances**, increasing the likelihood of success.



## EMPHASIS ON RISK MANAGEMENT

The model strongly emphasizes identifying and mitigating risks throughout the change initiative. This approach helps organizations **anticipate and address potential obstacles**, increasing the likelihood of a successful change initiative.



## FOCUS ON SUSTAINABILITY

The LaMarsh Change Management Model emphasizes the importance of sustaining outcomes over the long term. This **approach ensures that the benefits of the change initiative are realized and maintained over time**, providing lasting value to the organization.

# Disadvantages of the LaMarsh Change Management Model

While the LaMarsh Change Management Model offers several advantages, there are also some potential disadvantages. Some of the key disadvantages of the model include the following:



## COMPLEXITY

The LaMarsh Change Management Model is a **comprehensive approach** to change management, which can make it complex and challenging to implement for **organizations with limited resources or experience with change management**. Time-consuming: The model requires a significant investment of time and resources to implement effectively, which can be challenging for organizations with limited resources or competing priorities.



## LIMITED FOCUS ON COMMUNICATION

While stakeholder engagement is emphasized in the LaMarsh Change Management Model, there is a **narrow focus on communication as a key component of change management**. This can be problematic for organizations where effective communication is critical to the change initiative's success.



## HEAVY RELIANCE ON PROJECT MANAGEMENT

The LaMarsh Change Management Model **heavily emphasizes project management as a key component of change management**. While project management is an important aspect of change management, it may not be sufficient to ensure the change initiative's success.



## LACK OF FOCUS ON PERSONAL CHANGE

The model **primarily focuses on managing organizational change and may not address the individual-level changes** needed to support the overall change initiative.

# Conclusion

LaMarsh Change Management Model offers a **comprehensive and effective approach to managing organizational change**. Its emphasis on **risk management, sustainability, stakeholder engagement, and flexibility** makes it a valuable tool for organizations seeking to manage change effectively. While there are some potential disadvantages, the model's advantages make it a strong option for many organizations.

To put this into action, organizations should consider implementing the LaMarsh Change Management Model for their next change initiative. By following the five key aspects of the model, **organizations can increase the likelihood of success and realize the full benefits of the change initiative**. It is also important to tailor the model to the specific needs of the organization and change initiative, ensuring that it is a **good fit and effectively addresses the unique challenges and opportunities** of the change initiative.

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