

# Bridges' Transition Model



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**MANAGING STRATEGIC TRANSFORMATION IN ORGANIZATIONS**

# Introduction

In today's rapidly evolving world, the greatest challenge in managing change is not just about processes or systems but understanding and addressing the psychological and emotional responses of individuals. The Bridges' Transition Model provides a framework to **navigate the emotional complexities** of change, ensuring **smoother transitions** and **better outcomes**.



*William Bridges (1933–2013) was an American consultant known for the Transition Model.*

# What is the Bridges' Transition Model?

The Bridges' Transition Model divides the process of organizational change into three stages:



## Ending

Letting go of old practices, attitudes, and ways of thinking



## Neutral Zone

A time of confusion, uncertainty, and learning



## New Beginning

Embracing new ways of working, thinking, and relating

# Why is it Important?

## ADDRESSING EMOTIONAL REACTIONS

Change can be overwhelming, leading to emotional responses such as fear, loss, or anxiety. **Recognizing and addressing these emotions** is vital in reducing resistance and helping individuals move through the transition.

## UNDERSTANDING HUMAN BEHAVIOR

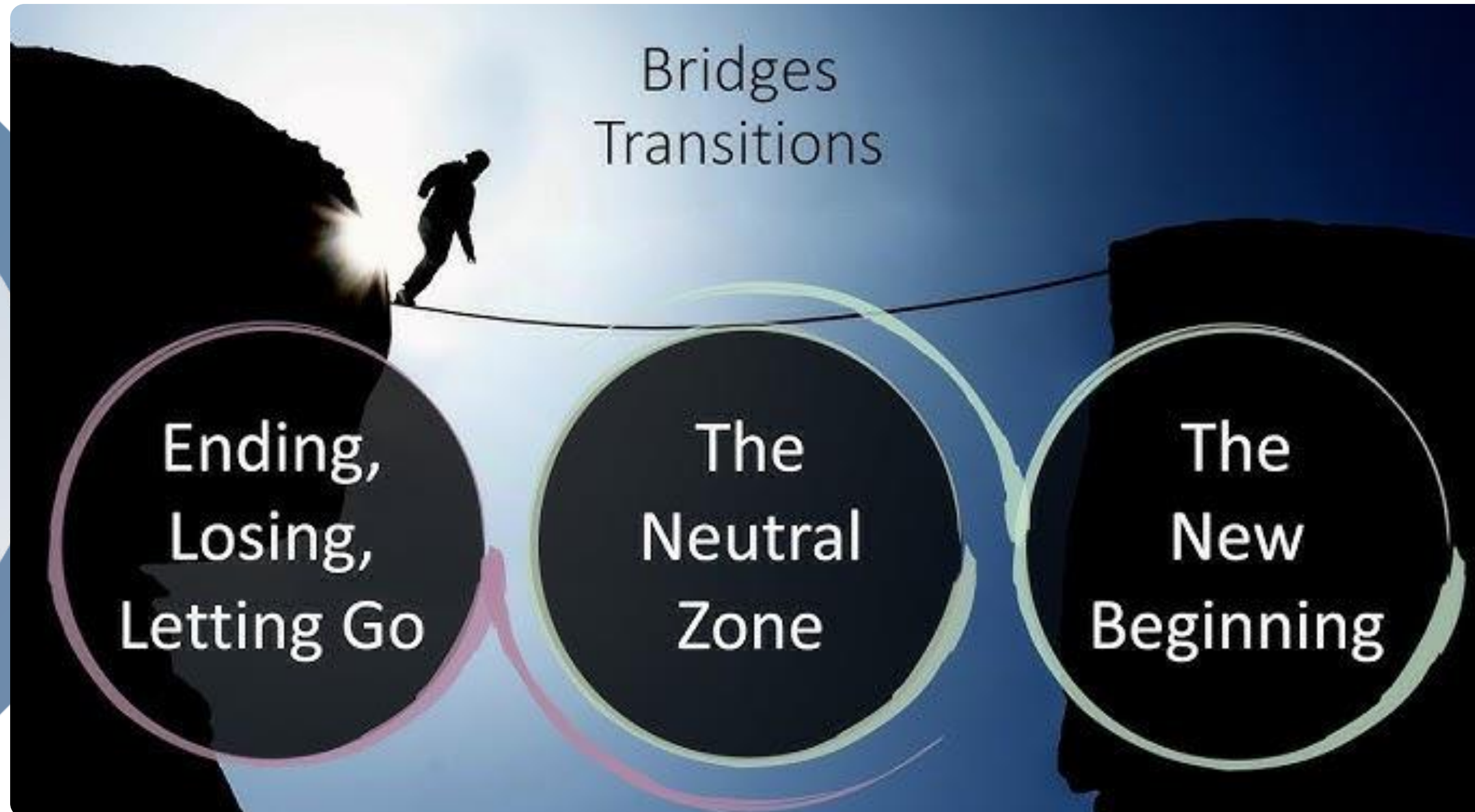
While process-focused models focus on actions and steps, Bridges' model considers **the emotional journey people** go through. This insight is essential to facilitate smoother transitions..

## IMPROVED ORGANIZATIONAL SUCCESS

When individuals feel understood and supported, they are more likely to embrace **change, leading to faster adaptation**, reduced resistance, and higher levels of employee engagement.



# The Three Phases of the Model



# ① ENDING PHASE



## CHALLENGE

People struggle with letting go of old ways and familiar practices. This phase often feels like a loss.

## STRATEGIES

1. **Acknowledge emotions:** Recognizing and validating employees' feelings of loss or uncertainty.
2. **Provide support:** Offering counselling, group discussions, and open channels for feedback.
3. **Communicate the need for change:** Help individuals understand why change is necessary.

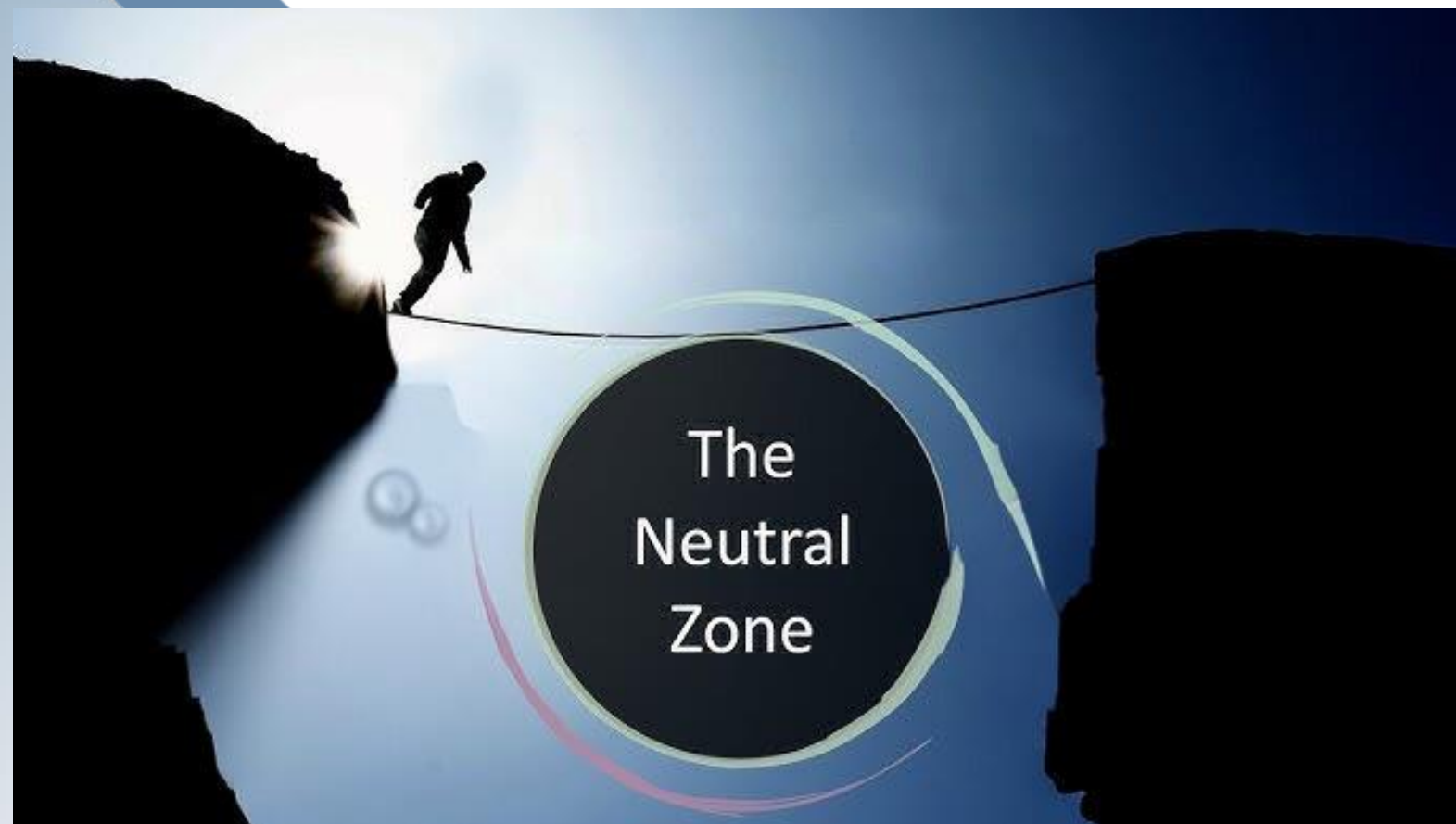
# ② NEUTRAL ZONE

## CHALLENGE

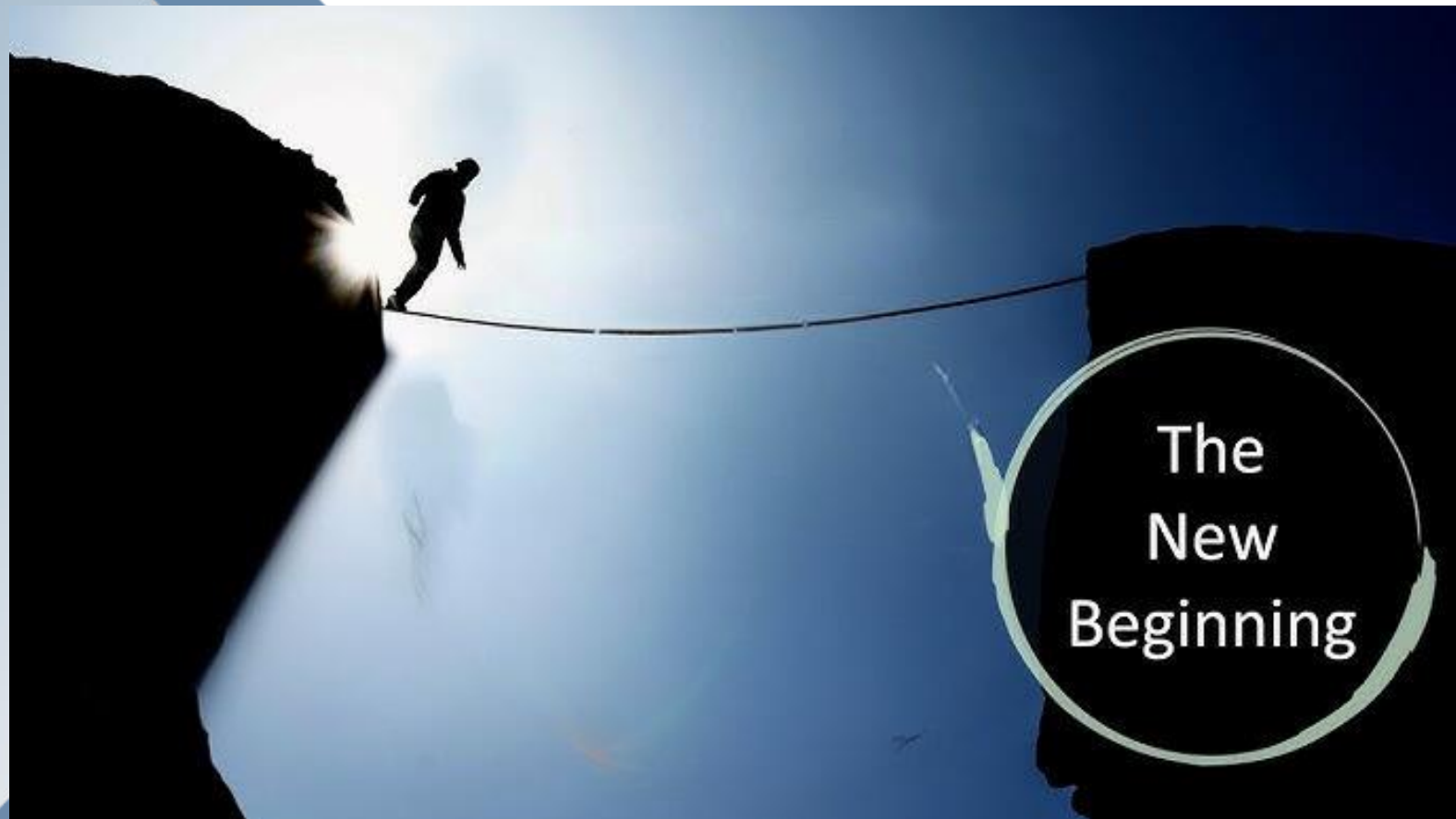
This is a period of uncertainty and confusion where employees may feel overwhelmed by the change and unsure of their roles.

## STRATEGIES

1. **Provide clarity:** Regular updates, clear goals, and setting expectations reduce confusion.
2. **Encourage learning:** Offer training, mentorship, and opportunities to experiment with new tools or processes.
3. **Be patient:** Recognize that it takes time to adapt, and allow people to navigate the transition at their own pace.



# ③ NEW BEGINNING



## CHALLENGE

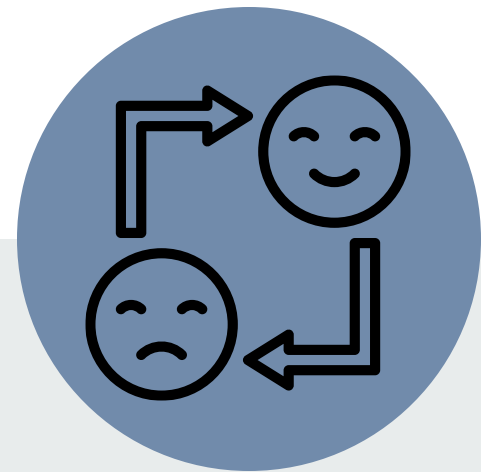
This phase involves embracing the new changes and integrating them into daily practices. Some employees may resist because they feel the change hasn't fully been embedded.

## STRATEGIES

1. **Reinforce the new culture:** Encourage behaviours that align with the new organisational goals.
2. **Celebrate successes:** Acknowledge milestones and achievements to motivate employees.
3. **Provide continued support:** Offer ongoing training, feedback, and recognition.



# PSYCHOLOGICAL & EMOTIONAL IMPACT



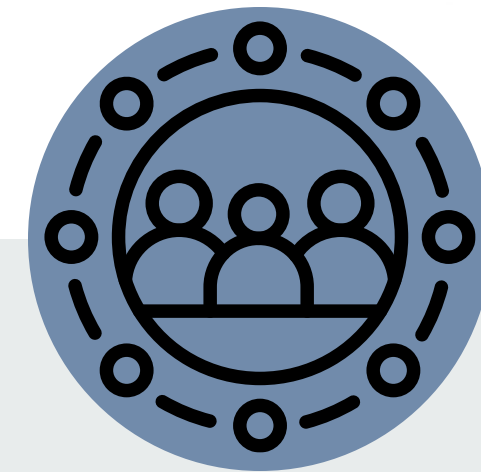
## The Emotional Rollercoaster

Change can feel like an emotional rollercoaster. People experience various feelings, from fear and confusion to excitement and optimism. Understanding this helps organizations create effective support systems during each stage.



## Trust and Uncertainty

During transitions, individuals often feel uncertain about their roles and future. Building trust through transparent communication, listening to concerns, and offering clear guidance helps reduce uncertainty.



## Personal and Collective Growth

The Neutral Zone, although uncomfortable, offers opportunities for personal and professional growth. When handled effectively, this stage can lead to a stronger, more resilient workforce.

## CASE STUDY

# MICROSOFT'S SHIFT TO CLOUD COMPUTING



In the early 2010s, Microsoft was known for its traditional software products, such as Windows and Microsoft Office. However, with the rise of cloud computing, Microsoft had to shift from traditional software products to cloud-based services, especially with the rise of competitors like Amazon Web Services (AWS).

# Applying Bridges' Transition Model to Microsoft



## 1. Ending Phase

- **The Challenge:** Letting go of its old strategy and moving toward a cloud-first approach.
- **Support Strategy:** Offering reassurance to employees and providing training for transitioning to cloud technologies such as Azure and Office 365.



## 2. Neutral Zone

- **The Challenge:** Employee uncertainty about their roles in a cloud-first organization, resistance to new tools, and ways of working.
- **Support Strategy:** Clear communication from leadership, mentorship, hands-on training with cloud technologies, and reassurance about future growth.



## 3. New Beginning

- **The Challenge:** Shifting from selling software licenses to offering cloud-based services.
- **Support Strategy:** Reinforcing the new culture, celebrating milestones, and continuing employee development and recognition.





# CONCLUSION

## Final Message

Successful change management is not only about planning and execution but **understanding the emotional and psychological experiences of individuals** during the transition.

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## Call to Action

Leaders should adopt Bridges' Transition Model in future change initiatives to **ensure sustainable** success by supporting individuals throughout the process.

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# THANK YOU

## About me

Born in Saudi Arabia in 1990 and a mother of four children. Earned a diploma in programming from Princess Nourah University and a bachelor's degree in Islamic Studies (Usul al-Din) from Imam Muhammad Ibn Saud University. Established and managed several small business ventures. Studied English at the ELS Institute in Malaysia to enhance language skills. Currently pursuing a Master's degree in Business Administration (MBA) at the University of Technology Malaysia (UTM).

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