

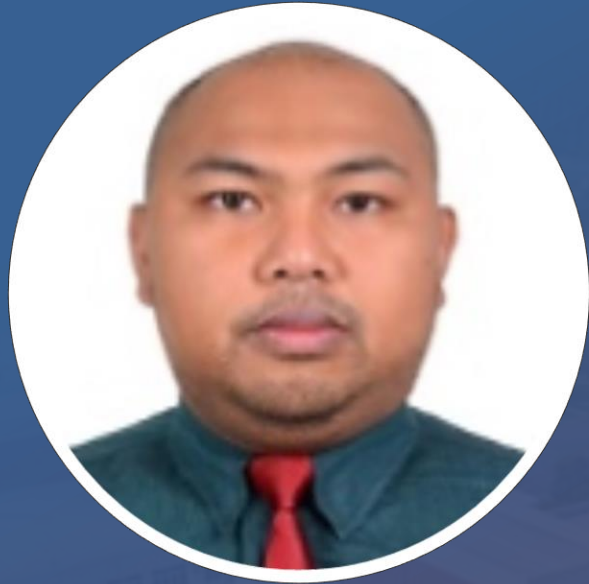
Lewin's Change Management

MBSA2233



Managing Strategic Transformation Organization

Team Members



**MUHAMMAD HADHRI
BIN HATIMTAI
MBS231022**

Muhammad Hadhri Hatimtai, born on 6 October 1988 in Taiping, Perak, is a dedicated Specialist in Central Reservation at Malaysia Airlines, with a strong background in operational support, customer service, and managing flight disruptions. He has extensive experience in providing single-point support to stations and airports globally, ensuring smooth passenger bookings, transfers, and optimal revenue outcomes. Muhammad collaborates effectively with cross-functional teams to implement solutions for operational issues and ensure excellent customer service. Currently, he is pursuing a Master of Business Administration (MBA) at Universiti Teknologi Malaysia, further enhancing his leadership and business skills. He holds a Bachelor's degree in Aviation Management (HONS) from



**NUR BAIZUHRAH
BINTI ZULKIFLI
MBS231039**

Nur Baizuhrah binti Zulkifli, born on 11 January 1988 in Ipoh, Perak, is an experienced professional with 11 years of working background. She holds a degree in Science Nutrition from MSU (Management and Science University) and is currently pursuing an MBA as a part-timer. Her career spans sales and business development across industries such as building materials, property, fintech, and IT, with her longest tenure in fintech. At 36 years old, she is married since 2016 and has a 4-year-old daughter, successfully balancing her professional growth and family life.

Kurt Lewin (1890–1947)

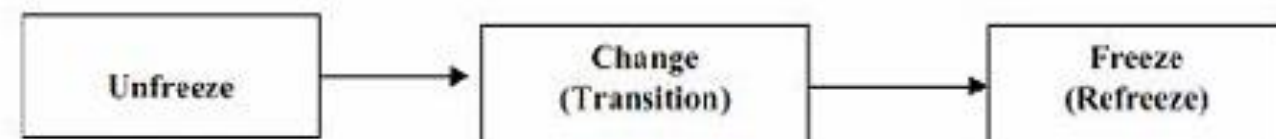
- A German-American psychologist known as the "Father of Social Psychology."
- Renowned for his work on group dynamics, leadership styles, and organizational behavior.

Key Contributions:

- Developed the 3-Step Change Model (Unfreeze, Change, Refreeze).
- Introduced the concept of force field analysis to identify factors influencing change.

Legacy:

- His theories form the foundation of modern change management practices.



Source: www.strategies-for-managing-change.com

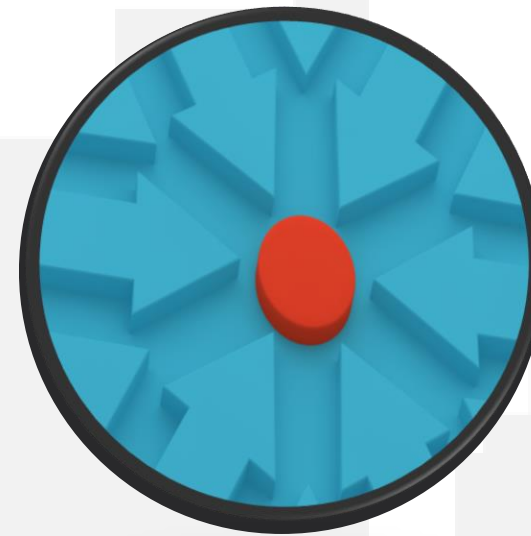
Figure no. 1 Kurt Lewin Model of Change

The Principles Of Lewin's Change Management



UNFREEZE

- **Definition:** Prepare the organization to accept that change is necessary by challenging existing norms and behaviors.
- **Key Actions:**
 - Identify problems and communicate the need for change.
 - Build motivation for transformation by addressing resistance.



CHANGE

- **Definition:** Implement the transition through new strategies, processes, and systems.
- **Key Actions:**
 - Provide training and support to employees.
 - Foster collaboration to ensure smooth adaptation to new practices.



REFREEZE

- **Definition:** Solidify the changes to make them part of the organization's culture.
- **Key Actions:**
 - Reinforce new behaviors through rewards and recognition.
 - Update policies, structures, and workflows to sustain the changes.



Unfreezing: Preparing for Change

1 Awareness

The organization must be made aware of the need for change.

2 Dissatisfaction

A sense of urgency and dissatisfaction with the status quo is essential.

3 Motivation

Employees must be motivated to embrace the change and participate in the process.

Analyzing the Status Quo

Strengths

Identify what's working well within the current system and what aspects should be preserved during the transition.

Weaknesses

Pinpoint areas that need improvement, addressing inefficiencies and areas hindering organizational goals.

Opportunities

Explore external trends and identify potential areas for growth and development within the organization.

Overcoming Resistance to Change

1

Communication

Clearly communicate the reasons for change and the benefits for individuals and the organization.

2

Participation

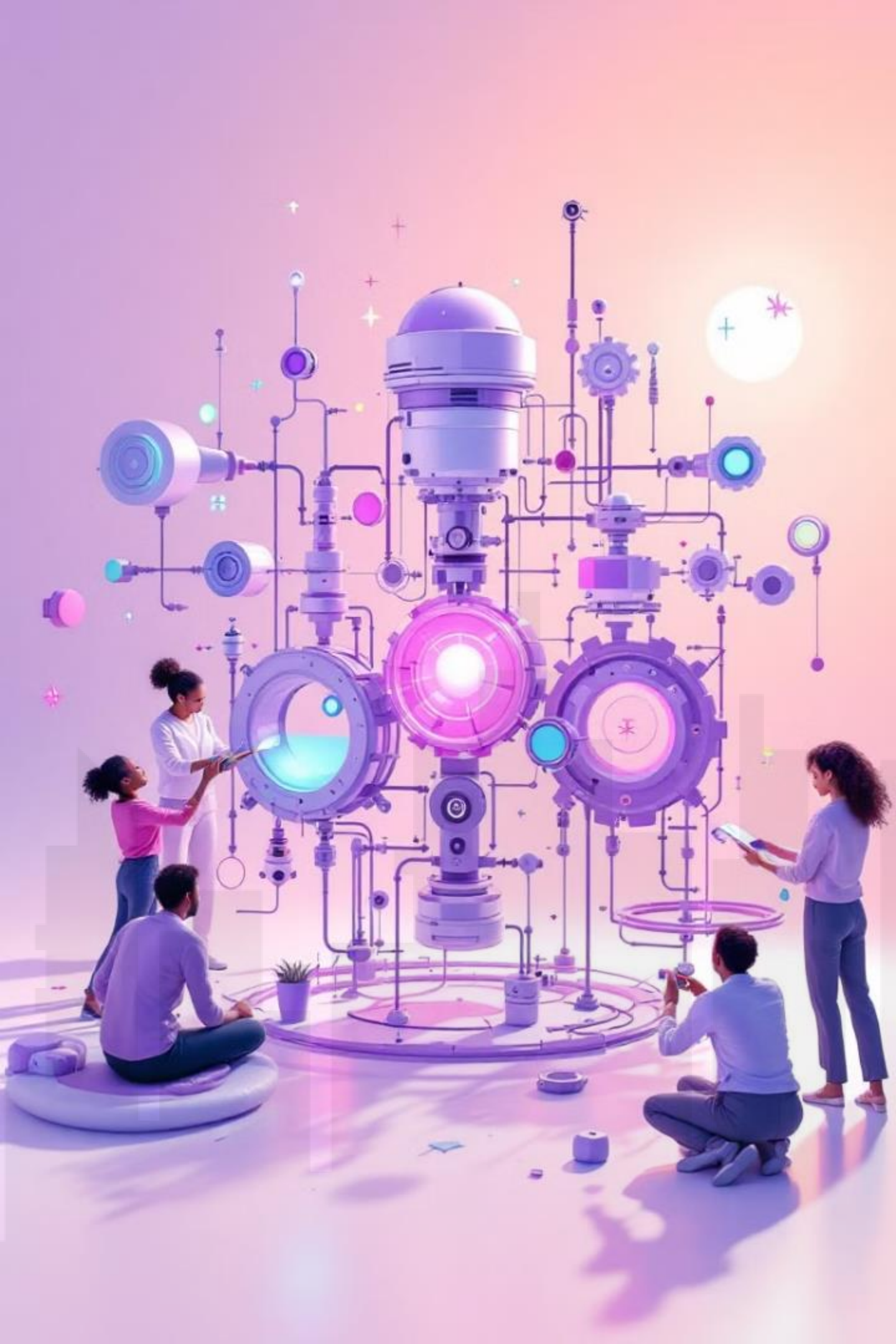
Involve employees in the change process to foster ownership and commitment.

3

Support

Provide training and resources to help employees adapt to the new system and address any concerns.





Changing: Implementing the New System

Pilot Testing

Implement the change in a small, controlled environment before rolling it out organization-wide.

Feedback

Collect feedback from employees to identify any challenges and make necessary adjustments.

Training

Provide comprehensive training on the new system and processes to ensure employee understanding and proficiency.



Refreezing: Anchoring the Changes

Reinforcement

Reward positive behavior and recognize individuals who embrace the changes.

Culture

Integrate the new system into the organizational culture, making it a part of everyday routines.

Monitoring

Track the impact of the changes and adjust as necessary to ensure continuous improvement.

Measuring and Sustaining the Transformation



Performance Metrics

Measure the effectiveness of the changes by tracking key performance indicators and goals.



Data Analysis

Analyze data to identify areas of improvement and make adjustments to optimize performance.



Continuous Improvement

Foster a culture of continuous improvement by regularly reviewing the system and seeking feedback from employees.



Conclusion: Applying Lewin's Model to Drive Organizational Success

By understanding and applying Lewin's Change Model, organizations can navigate the challenges of transformation, fostering a positive and productive environment for employees while achieving sustainable growth and success.



Thank You

For Your Attention

"If you want to truly understand something, try to change it" - Kurt Lewin



www.789site.com