



Impact Learning: The Truth About Change Management



MSc Strategy Prog..jpg

One of the clichés in the business world of today is the assertion that 'change is everywhere' and companies are well advised to 'adapt continuously to the environment'.

As with all clichés, these clearly carry an element of truth. During a three hours' workshop, students worked on a business case and learned how to look through the clichés. Students critically evaluated what is happening during a change process and evaluated what may be done to successfully implement a change management programme.



- **Who:** Senior Consultant in Change Management at [ConvictionsRH](#), Jennifer Tauzia.

- **What:** Presented a business case to students of the [MSc in Strategy, Consulting & Digital Transformation](#) programme on Change Management.
- **Where:** EDHEC [Lille Campus](#)
- **Truth:** In Change management, "success depends less on how persuasive a few selected leaders are and more on how receptive the "society" is to the idea."

*** Sources:**

- [The irrational side of change management](#) - Aiken and Keller, 2009
- [Leading change: Why transformation efforts fail](#) - Kotter, 2007
- [The CEO's second act](#) - Nadler, 2007

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