Purpose of Assessment

Develop specific strategies with supporting tactics to implement positive change within an organization. You may refer to the information that you prepared in Week 5 to complete this assignment, but your submission should add to your prior research and not just copy your Week 5 assignment.

Scenario:

You’ve been hired as a consultant to develop strategies with supporting tactics to implement positive changes in the corporation you chose in Week 5.

Review your analysis of the corporation’s change process from Week 5 to be sure you have a thorough understanding of the change and the need for the change.

Prepare a 12- to 13-slide Change Management Presentation for the company’s Board of Directors. Include the following:

Evaluate why this change needed to occur.

Discuss how this change impacts the company on a global scale.

Discuss how this change impacts employees.

Using Kotter’s 8-Step Change Model, chart strategies and tactics for positively implementing the organizational change. In your chart, complete the following:

Develop strategies for each of the 8 steps in Kotter’s model

Develop tactics to support each strategy

Justify the effectiveness of each strategy and tactic with a rationale.

Conclude your presentation with an explanation of how this positive organizational change will help the company sustain a competitive advantage in the global market.

Rubric

Why Change Needed to Occur

13% of total grade

Accomplished

Thoroughly evaluated why this change needed to occur.

90 - 100%

Impact of Change on Company on a Global Scale

13% of total grade

Accomplished

Thoroughly evaluated how this change impacts the company on a global scale.

90 - 100%

Impact of Change on Employees

13% of total grade

Accomplished

Thoroughly evaluated how this change impacts employees.

90 - 100%

Strategies

14% of total grade

Accomplished

Developed comprehensive strategies for each of 8 steps in Kotter’s model.

90 - 100%

Tactics

14% of total grade

Accomplished

Developed comprehensive tactics for each strategy.

90- 100%

Justification for Strategies & Tactics

14% of total grade

Accomplished

Thoroughly justified the effectiveness of each strategy and tactic with a rationale.

90 - 100%

Impact of Change on Sustaining Company’s Competitive Advantage

14% of total grade

Accomplished

Thoroughly explained how this positive organizational change will help the company sustain a competitive advantage in the global market.

90 - 100%

Syntax & Semantics: Word choice, sentence structure, grammar (e.g., subject-verb agreement, pronoun-antecedent agreement), sentence boundaries (run-on or fused sentences, sentence fragments)

5% of total grade

Accomplished

Accuracy in grammar, sentence structures, sentence boundaries, and word choice enhanced content.

90 - 100%