

CHAPTER 19



Organizational development and change

LEARNING OBJECTIVES

After studying the chapter content and working through the associated Management in Action panels, Employee Perspectives, Discussion Questions and Case Study, you should be able to:

- Describe the major change models available and explain how they contribute to the management of it.
- Explain the approach and value of organizational development (OD) as a change strategy.
- Appreciate why people frequently resist change.
- Discuss the forces acting on an organization which push for change to be undertaken.
- Detail what is meant by term 'change agent' in relation to change management.

