



Change is Reversible, Transformation is Not – A Strategic View

Dr. M.Radhikaashree

Associate Professor, Dr. MGR Educational and Research Institute, Chennai

Abstract:

“Transformation” is a word that is more and more becoming used in corporations to the point of almost becoming vogue. Knowing which type of change the organization is undergoing is critical to the success. Three types exist, and each requires different change strategies, plans, and degrees of employee engagement. A very common reason for failure in change is leaders inadvertently using approaches that do not fit the type of change they are leading. In today’s rapidly accelerated global marketplace, companies have no Choice but to adhere to the challenges. The world is shifting fast. Senior Executives and management teams are aggressively seeking to transform. Their company to survive, compete and achieve. Processes are being. Re-engineered and costs are being reorganized. Unfortunately, most leadership. Groups lack a proven system to approach the challenge. A management team will Most likely agree on what a good business plan looks like, but when an organization. Is faced with a large-scale transformation, opinions vary greatly. Organizational transformation must create a process where those performing the work are directly involved in improving the Work.

Key words: Business Transformation, Strategy and Levels of Strategic Changes .