THE CHALFONT PROJECT
ORGANISATION ARCHITECTS

Cause-effect and interventions[1]

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In this fifth comparison, we take a look at how *Viral Change* differs from the traditional change management in its view on cause-effect and interventions in the organisation.

The **conventional approach** is linear dynamics territory: big problems require big changes and a proportionate change management programme. Change progresses in a steady, measurable way (milestones and calendars). The programme has a distinct Tsunami effect and the bigger the tsunami the better. 'We have to catch all at the same time with the same intensity'

Viral Change, however, has a clear non-linear dynamics view: big changes may require a small set of key and meaningful actions or (new) behaviours. The programme resembles the butterfly management effect: small initial change in key areas suddenly appears widespread, possibly 'revolutionary' (phase transition and tipping points).

[1] Initially posted on www.viralchange.net, March 2008

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You can read more about the other differences by choosing from this list:

1. Viral Change sees a different, implicit model of the organisation.
2. There are different 'structures' in Viral Change.
3. Viral Change distributes people differently.
4. There are different processes and systems.
6. Viral Change has a different formal process for 'the change management programme'.
7. There is a difference in the conduit of change.
8. 'Change management' is different through Viral Change.

If you want to read more about *Viral Change*, you can read it all in my book of the same title: *Viral Change: the alternative to slow, painful and unsuccessful management of change in organisations*.

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