Formal process of 'the change management programme'[1]

Dr Leandro Herrero

In this sixth difference we take a look at how *Viral Change* differs in its process, its approach to the change management programme.

The conventional approach's formal process is consistent with the assumed and lived model of the organisation. It stresses sequence: create a 'burning platform first, communicate strategy, plan, distribute tasks, train, roll-out, check. It relies on processes above behaviours.

Viral Change approaches the formal process of change with the understanding of the organisation as a living, adaptable network. It stresses multi-directional influence and creation of stable change by the combination of four elements:

(1) language

(2) behaviours and their reinforcement

(3) creation of tipping points (with emphasis on 'social imitation'

(4) establishment of new routines or 'cultures'.

In *Viral Change* mode, the emphasis is on behaviours above processes.

[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.
5. The view on cause-effect and interventions in organisations differs.
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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