

Different change management¹

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This is the [last difference between Viral Change and the traditional management](#) of change and it touches on how different 'change management' actually looks in both approaches.

In **the conventional** approach, the change management process looks like a massive series of activities: project team meetings, workshops, training sessions, etc. A 'reporting back' mechanism of some sort allows for feedback and checking. Behind those activities there is 'a map' (a plan, a binder, a poster...) with well-defined objectives, timelines, etc. so the change process can be tracked. Consequently, progress assessment relies heavily on a metrics system which will have been created up front and which will contain as many hard measures as possible.

In **Viral Change**, the process looks like a series of induction sessions with top management, identification of a Change Champions network and sessions with this network to provide them with some tools and techniques to spread the change. There is a formal metrics system but only known to the Change Champions network (if there is one, see [my book](#) for more info re. this) and the key management sponsors. Progress tracking relies heavily on a mixture of semi-hard measures and qualitative data (particularly 'stories' constantly shared across the organisation.

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

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.](#)
6. [Viral Change has a different formal process for 'the change management programme'.](#)
7. [There is a difference in the conduit of 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.*](#)