

C.A.R.E. Change Management Framework



Communicate and Educate

Successful change in an organization stems first and foremost from clear communication and education. Employees need to understand the purpose of the actions and changes underway and realize how their roles and functions will be impacted. Organizations must make concerted efforts to maintain consistent communication and commit to staff education throughout the change process.



Generate Awareness

Awareness of change is generally prevalent with any large scale initiative within an organization. It is critical, however, that through clear and consistent communication, this awareness be positively channeled and used to generate broad based action and positive forward momentum during a period of organizational change.



Recognize Resistance

Change is often resisted within an organization, not because of the positive or negative implications of the change itself, but because of the uncertainty associated with it. Change Management must therefore address resistance by removing uncertainty through communication and engagement with key stakeholders.



Engage Staff in Change

Engaging with staff during a period of change is key to a successful organizational transition. Engagement is more than communicating with staff. It is a complete commitment to provide an opportunity for employees to influence the direction of changes that affect them and to encourage them to take ownership of the changes they are influencing.