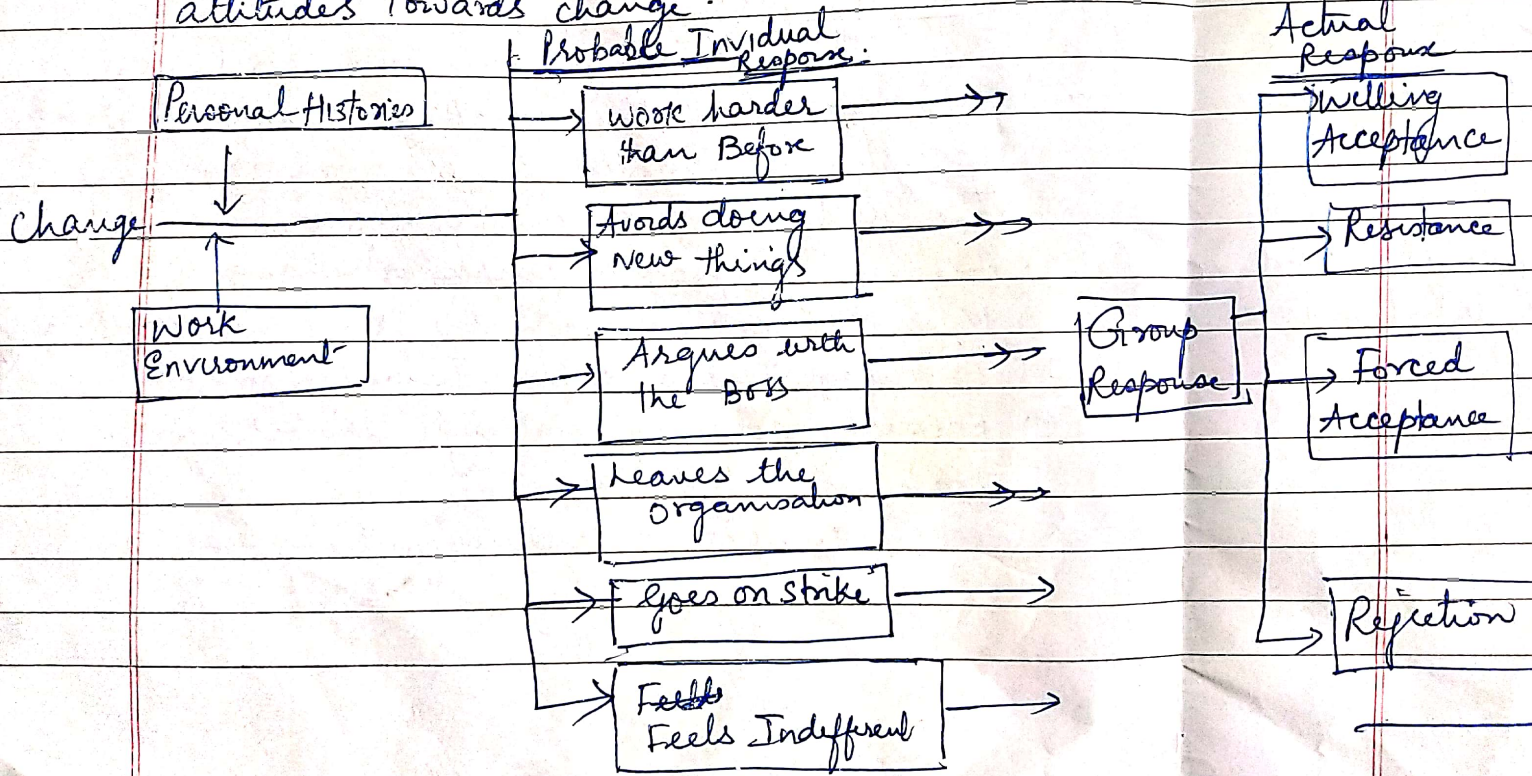


# Response to change

Response to change is determined by the people's attitudes towards change.



Resist  
Some

## Resistance to change.

In Management of change, the Managers face the problem of resistance to change. People tend to resist many types of change because New habits or sacrifices.

Usually Resistance to change has two side: As a cost; As a benefit.

### Resistance As a Cost :-

Resistance to change also have some cost. If people resist to change

If people resist to change, then the Mgmt will not be able to introduce new phenomena depending on the Need. Eg:- Shifting of Manufacturing plants to New place,

Resistance as Benefit: Resistance also have some Benefits to orgn because it acts as a change agent.

Actual Response



\*Resistance may signal to Mgmt for more effective Communication.

\*Resistance also makes Mgmt to re-think precisely how proposed change will affect Orgn and its members.

\*Resistance also suggests better way for Developing and Introducing change

## Factors in Resistance to change:

Factors to resistance to change may be identified at Two Levels namely:

- (1) Individual Resistance
- (2) Group Resistance

### Individual Resistance:-

There are three factors: Economic, psychological and social.

#### ① Economic Factors :-

People feel that change may affect their needs and Economic Needs.

The reasons are Skills ~~obsolescence~~ obsolescence, fear of Economic Loss and reduced opportunity.

#### ② Psychological Factors :- These are based on people's Emotions, Sentiments and attitude towards change.

The Factors are Ego defensiveness, status quo, Low Tolerance for change, Lack of trust in change Agent, Fear of unknown, ..

#### ③ Social Factors :- The Various Social Factors are Desire to Maintain Existing Social Interaction, Feeling off outside Interference.

Group Resistance: group Resistance is based on Nature of Group Dynamics; Vested Interests.

Methods of