



# Change management

*C.I.A- Culture, Intelligence, Action*  
*DH&A's model for change*



**2018**



# Change management

## *C.I.A- Culture, Intelligence, Action* *DH&A's model for change*

### **Introduction:**

- Change management is a structured approach for ensuring that changes are successfully implemented to achieve goals and KPIs.
- In the modern business environment, organizations face rapid change. Globalization and the constant innovation of technology result in a dynamic, changing business environment.
- Due to those processes change is largely derived from external reasons rather than internal ones. Organizations that adapt the quickest to those changes create a competitive advantage. Organizations that refuse to change are left behind. This can result in drastically reduced profit, market share loss or even a threat to their existence.
- Change management directly affects all levels and sectors of the organization. The entire company must learn how to cope and handle with changes.

### **DH&A believes that effectively managed change is based on:**

1. Recognition: recognizing the need, the implication and the pace required.
2. Mechanisms: Creating the necessary mechanism to recognize, evaluate and take decisions as for the measures needed.
3. Engagement: All employees of the organization are part of its success and should consolidate in the attempt to achieve it.
4. Trainings: Training managers in all layers to recognize, evaluate and execute required changes while understanding the consequences and the delicate moves need to be done from time to time.



**DH&A's definition:**

1. DH&A believes that in light of rapid changes in the markets due to globalization, technology, media developments and other processes, change should be embedded in the vision, missions and strategy of every organization seeking survival, prosperity and success.
2. Change, modifications and adjustments are a strategic daily mission of all organizations. Modifying structure to support goals, changes in goals, KPIs and work plans, redefining positions and structural work frames etc are part of modern management and should be thought of and implemented in the daily conduct of all managers.
3. As the frequency of external influences increases, the frequency of needed changes increases as well. A modern organization constantly and repetitively faces changes.
4. This tendency puts a heavy burden on any management, but the alternative is to be left back and to lose market advantages and market leadership.
5. Change management is the role of a leader. It is a result of two basic competences: intelligence and flexibility. The leader should have the ability to observe and understand the situation and as a result, to direct rapid changes.

**The DH&A model for implementing Change Management:**

1. DH&A has developed the C.I.A. model for implementing change management within the organization.
2. C.I.A. stands for: Culture, Intelligence and Action.
  - a. **Culture:** The concept of rapid change should be embedded in the organizational culture. The organization, its managers and employees should be aware to the implication of living in an era of constant and rapid change. Traditional terms like "long term employment", "engagement" and "job security" etc are no longer relevant.



- b. **Intelligence**: Every organization should hold and establish an intelligence unit, directly under the CEO or the board, which will constantly deliver data, analysis and estimations with regards to market changes, competitors and allow educated decisions as to how to handle this information.
- c. **Action**: The ability of the organization to convert information and trends from the market into action plans. The ability to implement needed changes whether they are structural, technological or other.

### **How does DH&A implement the C.I.A model within organizations?**

1. **Culture**: Conducting two processes in parallel
  - a. Leading a change of attitudes process within the organization towards the new approach and its implications.
  - b. Reconstructing the organization: bringing the organization to the ability to react rapidly to any need for change. Implementing changes as part of its regular daily routine.
2. **Intelligence**: establishing an intelligence unit under the CEO. Bringing in content and methods of operations. Defining goals, approaches, boundaries etc.
3. **Action**: DH&A, in the process of assimilating a new organizational approach will seek the establishment of two procedures:
  - a. Train the system. Create, conduct and lead an overall simulation to practice the organization's ability to react and change. Train and retrain the system until it operates like clockwork.
  - b. Accompany the organization while conducting the everyday routine under the new approach.



**What are the advantages of doing it with DH&A?**

1. Top team of experts with thorough knowledge and experience.
2. A tight creative modus operandi.
3. Vast experience in bringing its C.I.A model into action.

**For further information:**

DH&A headquarters

[office@dh-aa.com](mailto:office@dh-aa.com)

[www.dh-aa.com](http://www.dh-aa.com)