

Transition Management



Definition

Change is an external event, e.g. new policies, new bosses, new org chart. It is a static event. It is not the place we start. It comes last. Transition, on the other hand, is the internal, psychological process people go through in coming to terms with a new reality. It is a dynamic event. It is a place of both danger and opportunity. The three phases of Transition are a journey that individuals and the organization go through during the change. These phases overlap.

I. Letting Go

Ending, Losing and Letting Go; We ask our people to acknowledge the coming change and let go of “the way we’ve always done things.”

II. The Neutral Zone

Our people find themselves in a state of uncertainty and anxiety where the old rules don’t necessarily apply, but the new rules promised by leadership are anticipated but not yet in effect.

III. The New Beginning

This is the final stage. It is the point where individuals commit to the new reality that the change and transition are creating. This is where management’s focus shifts from mitigating the negative impact of the change for those affected by it to motivating people to make the new reality a success.



