

Aufgaben Des Change Managements Im Prozess Des Unternehmungswandels - Christian Bodenstein

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Die heutige sich stark verändernde Welt und die zunehmende Intensivierung des Wettbewerbs zwingen die Unternehmungen, flexibler zu agieren und sich schneller anzupassen. Ein Stillstand käme einem Rückschritt gleich. Damit die Unternehmungen am dynamischen Markt einen Schritt nach vorne gehen, muss ein Umdenken in der Unternehmensführung stattfinden. Veraltete Kommunikations- und Handlungsstrukturen müssen aufgebrochen, Prozesse effektiver gestaltet und die Mitarbeiter auf den notwendigen Wandel vorbereitet werden. Die Realisierung dieser Veränderungen wird mit Hilfe des Change Managements (im Folgenden als Wandlungsmanagement bezeichnet) durchgeführt. Dabei werden Rahmenbedingungen für eine nachhaltige Wettbewerbsfähigkeit und Etablierung der Unternehmung am Markt geschaffen. Ziel dieser Arbeit ist es, das Wandlungsmanagement und seine Aufgaben für das Schaffen von Rahmenbedingungen zu erläutern, um betroffenen Unternehmungen eine Orientierungshilfe zu geben. Dazu wird erörtert, wie der Wandlungsprozess gestaltet wird, welche Aufgaben die Führungskräfte haben und welche Konsequenzen sich aus der Rolle der Mitarbeiter im Wandlungsprozess für die Prozessgestaltung ableiten. Author: Bodenstein, Christian Publisher: GRIN Verlag Illustration: N Language: GER Title: Aufgaben des Change Managements im Prozess des Unternehmungswandels Pages: 00020 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640417155 Category: Business & Economics : Management - General

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