

Die Aktivitätsfelder Des Change Management In Geschäftsprozessen - Falk Horn

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Da bekanntlich nichts beständiger ist als der Wandel, müssen sich die Menschen immer wieder mit Veränderungen und neuen Herausforderungen in ihrem Leben auseinandersetzen. Bezogen auf das unternehmerische Umfeld bedeutet dies, dass in der heutigen Zeit beispielsweise durch neue Kundenbedürfnisse, dem gesteigerten Wettbewerb oder durch die Einführung neuer Technologien die Unternehmen ständigen Veränderungsprozessen unterworfen sind. Um den neuen Anforderungen gerecht zu werden, müssen Unternehmen Projekte durchführen, die notwendig gewordene Veränderungen auch umsetzen, wobei die Umgestaltungsprozesse von den Leistungsträgern auch mitgetragen werden müssen. An diesem Punkt können sich jedoch Probleme in der Form ergeben, dass Projekte zur Veränderung von Prozessen durch die Mitarbeiter im Unternehmen nicht akzeptiert bzw. nur halbherzig umgesetzt werden, da sich Menschen gewöhnlich gegen Veränderungen wehren. Ein Change Management soll die betrieblichen Veränderungsprozesse unterstützen und helfen, Widerstände bei deren Umsetzung zu überwinden. Welche Aktivitäten es dabei entfalten kann, wird in dieser Arbeit näher betrachtet.

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