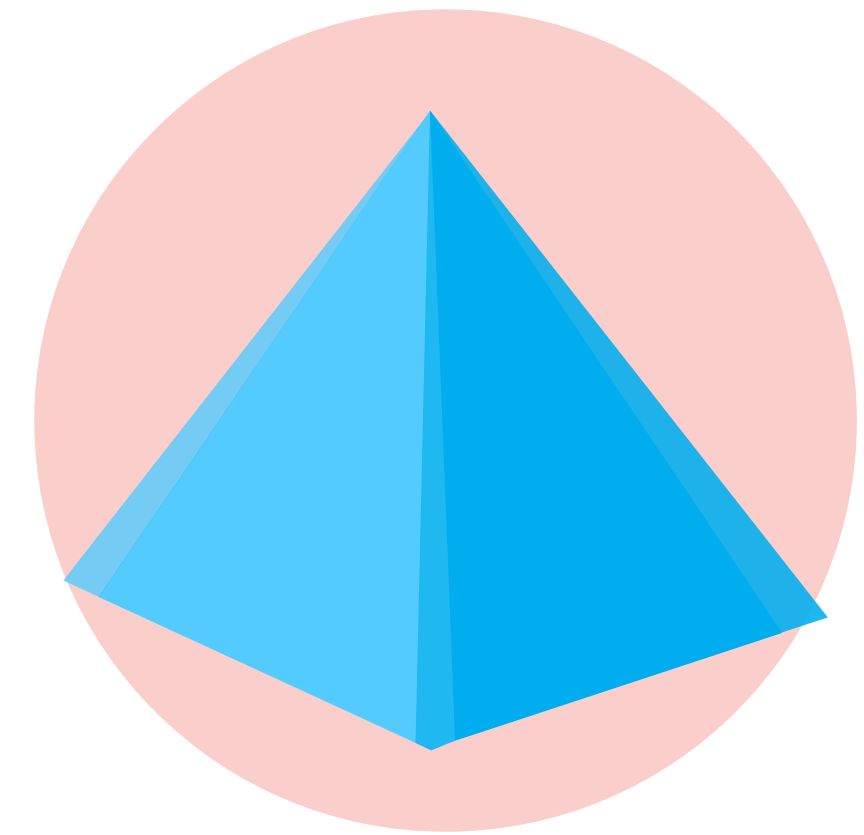
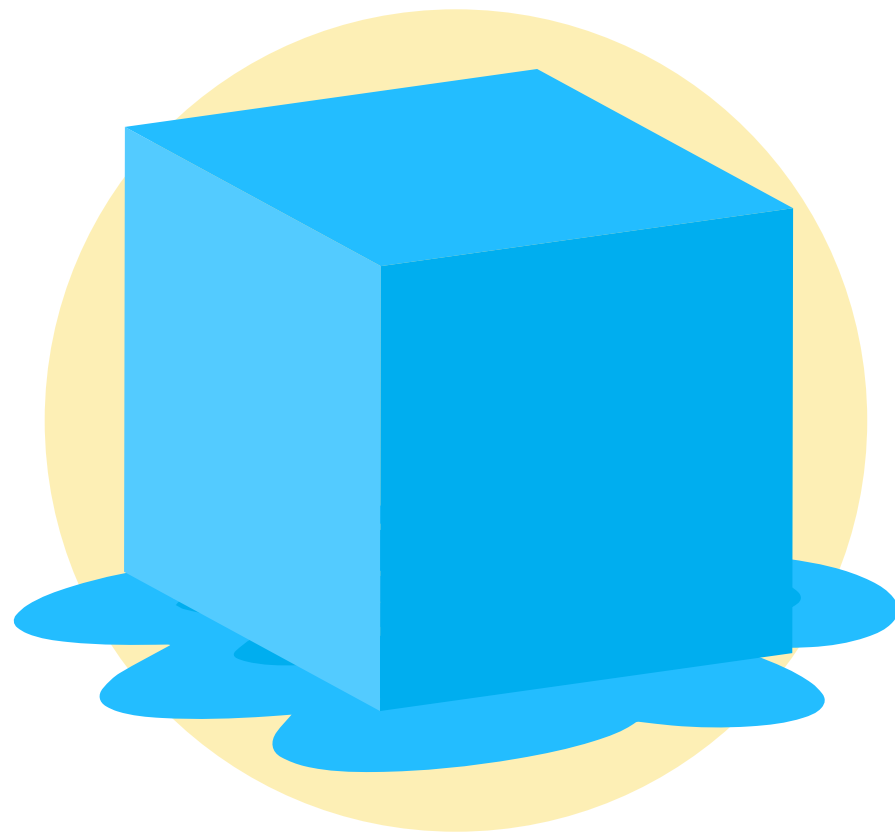


LEWIN'S CHANGE MANAGEMENT MODEL



UNFREEZE

- › Recognize the need for change
- › Determine what needs to change
- › Encourage the replacement of old behaviors and attitudes
- › Ensure there is strong support from management
- › Manage and understand the doubts and concerns



CHANGE

- › Plan the changes
- › Implement the changes
- › Help employees to learn new concepts or points of view



REFREEZE

- › Changes are reinforce and stabilized
- › Integrate changes into the normal way of doing things
- › Develop ways to sustain the change
- › Celebrate success