

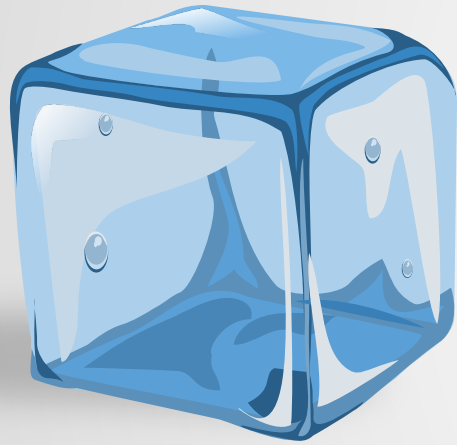


# Lewin's Change Management Model

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## PLANNING

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### Unfreezing

An organisation must unfreeze its current process to prepare for the upcoming change.



## ACTION

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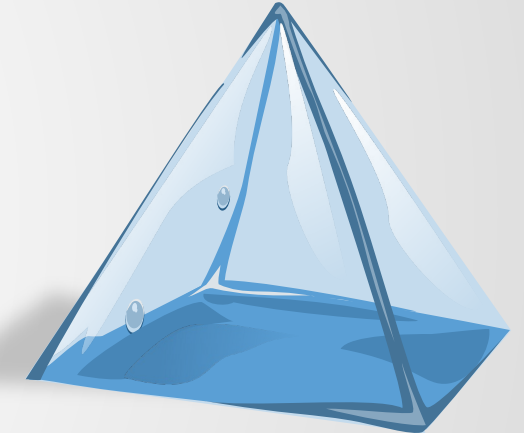
### Changing

Once a process or old way of doing things is unfrozen, it's time to implement the new solution.



## RESULT

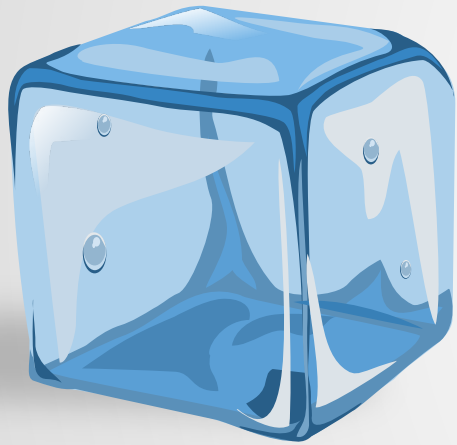
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### Refreezing

Finally, it's time to refreeze. That is, to lock in place the new normal of processes, behaviours, and strategies.

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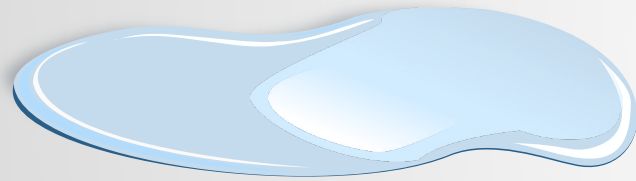
**Unfreezing**

## **PLANNING**

For example, say you've identified a quarterly reporting process you want to change and made a plan for doing so. You'll want to first meet with any employees for their opinion on the current process and measure their reactions to your proposed new process. You gather any information you may have missed when planning for this new process, and it lets stakeholders know a change is coming.



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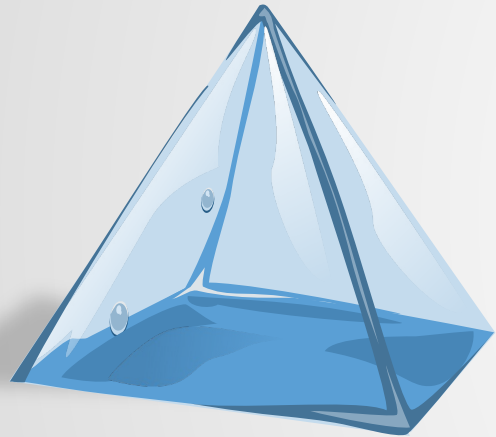
**Changing**

## **ACTION**

This stage is the most difficult to complete since employees will often view it as creating uncertainty. The uncertainty could be related to many things, from whom they will report to new success metrics they will need to report on. It's crucial at this stage to offer proactive and clear communication to the workforce on the status of the change. This helps to mitigate employees' apprehensions and accustom them to a new normal.



# Lewin's Change Management Model



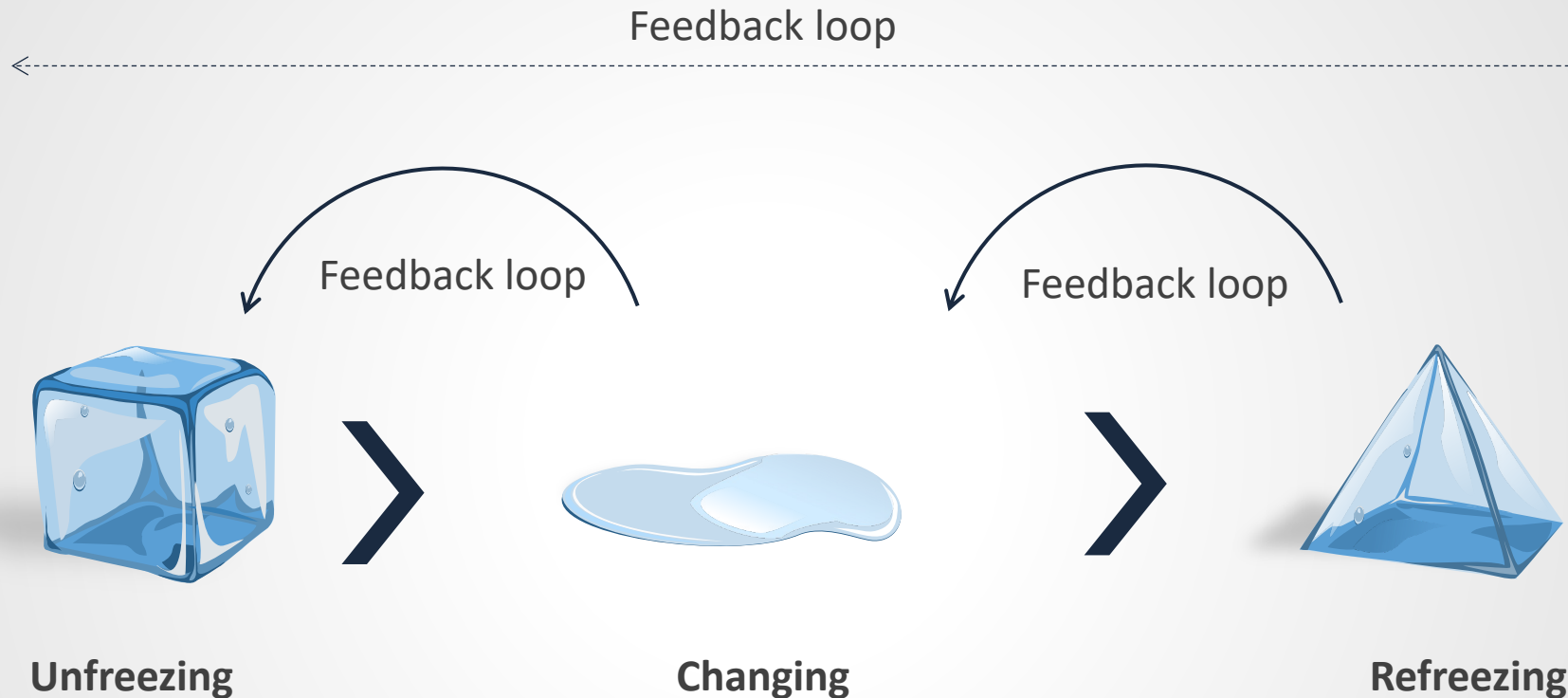
**Refreezing**

## **RESULT**

This step is pivotal to ensure that teams don't revert to their old and more familiar behaviours. Managers and leaders should take the time to reinforce the change, find ways to promote it and create feedback loops with the employees undertaking the change. It's helpful to frame the refreeze stage as a time for employees to practice and refine their interactions with this new way of doing things. For instance, try offering ongoing training in this new process so that employees don't fall victim to the forgetting curve. Like learning a new language, the more you flex the muscles related to change and learning, the more intuitive it becomes for the organisation.



# Lewin's Change Management Model



Ignoring change doesn't make it go away. It only makes it harder for employees to adapt. Remove employees' fear of change by providing a framework for employees to reference during the change process. Gestaldt's Change Management Initiatives offer a simple framework worth exploring at your organisation.

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