

Strategies: Addressing Resistance to Change

<u>Approach-Style</u>	<u>Situations Used</u>	<u>Advantages</u>	<u>Disadvantages</u>
Education + Communication	Where there is a lack of or inaccurate information & analysis	If persuaded, people will help with the implementation of change	Can be time consuming if many people are involved
Participation + Involvement	Where initiators do not have all information to design change, and where others have power to resist	Participants are committed to implementing change including their relevant contribution	Can be very time consuming with possibly inappropriate changes made
Facilitation + Support	Where resistance comes from adjustment problems	Best approach for adjustment issues	Can be time consuming, expensive and still fail
Negotiation + Agreement	Where one group will lose out and has power to resist	Can be an easy way to avoid major resistance	Can be too expensive if it leads to general compliance
Manipulation + Co-optation	Where other tactics won't work or are too costly	Can be a relatively quick and inexpensive solution to resistance	Can lead to future problems if people feel they have been manipulated
Explicit + Implicit Coercion	Where speed is essential, and the change initiators possess considerable power	It is speedy and can overcome any kind of resistance	Can be risky if it leaves people mad at the initiators