

A Review of Sea Treasures Store performance and the suggested change models

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Introduction

Although the “Sea Treasures” store has been around for over fifty years, it is facing a steady decrease in its customer base and, hence, its sales. As the sales and marketing director, I have established a new model for the store that focuses on innovation and the incorporation of modern technology in the business. The change model I selected in this regard is the short-term change roadmap developed by “Ackerman and Anderson.” After that, the long-term changes would be made by utilizing the five dimensions to lead and manage the changes developed by “Worley and Cummings.” (Anderson & Ackerman Anderson, 2010; Cummings & Worley, 2015)

Short-Term Changes

The primary concern in implementing the changes on a short-term basis is to avoid the company from failure. In this regard, Anderson and Ackerman’s roadmap for the transition would be utilized. This process is a gradual, step-by-step process that consists of nine stages. (Anderson & Ackerman Anderson, 2010) The levels are arranged in a specific order:

- Preparation for leading the change,
- Creation of the vision,
- Capability and commitment,
- The assessment of the situation to select the requirements of the design,
- Designing the required state,
- The analysis of the effect,
- Organization of the implementation,
- The implementation of the change,
- Integration, correction, and learning.

Concerning the short-term changes, the goal is to create an online store selling aquarium accessories. The change process would begin with the preparation for leading the process. It would involve a detailed discussion with the store owner and an analysis of the sales reports and other related facts and figures. The next step would be to set the desired objectives and establish the necessary timelines and strategies to achieve the goal of website creation.

After the success of these steps, the next one would be creating a vision and ensuring the commitment of the staff and other members of the store. To achieve this, the employees must be brought together by conducting workshops, and their concerns or queries should be addressed. Moreover, their suggestions should also be incorporated into the process. I am responsible for conveying the importance of the changes to the staff so that I can gain their support.

Next, I would involve the various stakeholders in developing a website demonstrating our services and the variety of accessories we sell. After its completion, an analysis of its effect on the organization is necessary. It should focus on the work required to create the new state. Furthermore, the website should also be tested before being operational. After the successful testing, the next step is executing the plan. Therefore, firstly, I would develop an outline of the program focusing on the time constraints and the established objectives. I would also determine the required training of the staff to operate in the new environment. Moreover, this step involves a comprehensive analysis of the expected impacts of the change on the departments and job descriptions of the employees. After this, the changes would be implemented. However, this process should act as an exciting event for the employees.

The final step is the integration and the celebration of the new state. The new state should be celebrated as a remarkable achievement, and the employees must be appreciated for their support. Moreover, there may be some opposition to the change that should be catered for by reminding the staff of the importance of the change.

Long Term Changes

Upon the successful implementation of the short-term changes and their efficient operation for six months, I would pay attention to the long-term changes. These changes involve expanding the website to include live creatures for sale. Before these changes, the site should be assessed for its success, and any glitches or issues should be fixed. To move forward with the long-term changes, I have selected the five dimensions presented by Worley and Cummings. (Cummings & Worley, 2015) These aspects are stated below:

- Motivation,
- Vision creation,
- Development of support,
- Transition management,
- Sustainment of the momentum.

The process starts with motivation. I would gather them to motivate the staff and create a presentation explaining the change. It would elaborate on the reasons for changing and cater for any employee concerns and queries. In this regard, it is important to note that there may be some resistance as some people do not like change. Therefore, the importance of an open and frank

dialogue with the staff cannot be ignored.

The next step is the creation of a vision. It involves the determination of the outcomes of the change and the strategy required to reach those results. It is imperative to discuss it with experts in the field to understand the concepts better and gain guidance from their expertise. When the vision is successfully created, I will move on to fostering the support. I would need to meet with the leaders and executives to consult with them and explain the changes. Moreover, this discussion would also involve the assessment of the impacts the change would have on the store and the employees. The fundamental purpose of these meetings is to gain their support throughout the entire process of change.

Next comes the transition management. (Cummings & Worley, 2015) As the change would impact various departments, communication is rudimentary in this step. Management requires compliance with timelines and the maintenance of momentum. The goals of the staff are set accompanied by their feedback. Establishing a system of rewarding employees who exceed their goals would prove very useful. The employees and the managers must be continuously encouraged so that the process progresses smoothly. It should be noted that my future and the fates of the employees and managers are tied to the store's future.

Conclusion

Although the models selected for the short-term and the long-term changes may face challenges, like employee resistance or the lack of their belief in the process, these models are very efficient. (Anderson & Ackerman Anderson, 2010; Cummings & Worley, 2015) However, the changes would significantly improve the store's sales, and it would survive and "thrive."

References

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