

linking payments, bonuses, promotions, or even employees' recognition to the change processes, the employees would be able to be attentive to the message of the change (Lavie, 2005).

### **List of recommendations**

The perception is considered to be one of the most important topics that should be focused on by the management of the organization. Throughout the studying of the case of General Motors Company, it can be suggested that the development of the organizations and the conduction of effective change processes can be only conducted after the granting of the employees' acceptance (Hashim, 2014). So, it can be suggested to General Motors Company and the entire organization some recommendations. The first recommendation is considered to be the urgency of the organizations to develop an effective communication process, which would be focusing on providing the employees the entire incentives, for the purpose of enhancing the employees' awareness of the objectives of the organization. For instance, the organizations should be ensuring that the information about the important topics are being held by the organizational employees, so that they will be able to perceive it easier and more frequently, than other objects. The second recommendation is considered to be the importance of involvement of the employees in the majority of decision making processes, change processes, and the formulation of the mission and vision of the organization, so as to ensure that the entire members of the organization correctly perceives where the organization is heading. The third recommendation is considered to be based on the need for the organization to formulate simple messages to be communicated to the employees, for every new issue or information, which the

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