

While there are lots of models of change management, most companies prefer to use Lewin's Change Management Model or Kotter's Eight Step Change Model. Each of these models of change has its own advantages and disadvantages.

Lewin's Change Management Model

Kurt Lewin back in the 1940s developed one of the most important models for understanding organizational change which has its significance today. His model has three characteristics Unfreeze – Change – Refreeze, are the steps prescribed by him to implement change successfully in an organization.(Burnes B., 2004)

Unfreeze

This primary stage of change engages preparing the organization to accept that change is essential, which engages breaking down the existing status quo prior to new way can place into position. The most important thing is developing a convincing message illustrating why the subsisting mode of doing things cannot carry on. To set up the organization effectively, one need to initiate at its core –require challenging the attitudes, values, beliefs, and behaviors that at present describe it.

Change

After the indecision generated in the unfreeze stage, the stage of change is where people start to determine their indecision and search for fresh ways to carry out things. People begin to think and operate in ways that sustain the fresh direction.

Refreeze

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