

## **PLACE AND IMPORTANCE OF CHANGE MANAGEMENT IN THE SYSTEM OF STRATEGIC PLANNING**

**Lysenko V.V.**

Candidate of Economic Sciences, Associate Professor,  
Senior Lecturer at Department of Management,  
Kharkiv Institute of Finance of  
Kyiv National University of Trade and Economics

**Tereniak L.V.**

Candidate of Public Administration,  
Acting Senior Lecturer at Department of Management of Organizations,  
Kharkiv National Agrarian University named after V.V. Dokuchaev

Enterprise change management is a concept and a process for deploying change management across an organization. It goes beyond the project level and focuses on an overall organizational approach to managing change. Organizations have standard processes and tools for project management, talent management, and continuous improvement. Many have recognized the need for the same type of disciplined processes for change management.

Organizations are facing large and more frequent changes under current economic climate. A changing marketplace, workforce, and technological advancements have created an environment where change is becoming "business as usual". In this environment, organizations are beginning to recognize the importance of building the competency to rapid and successful change. As organizations are transformed by system implementations and organizational redesigns, the emergence of new processes, policies, systems, and cultures typically present unique and sometimes daunting challenges to an organization.

Often organizations that do not adapt well to these changes compromise their planned

return on investment due to: confusion resulting from vague new roles and responsibilities, imbalanced workload across the organization, resistance to change by stakeholders, managers, and employees, the lack of confidence in leadership, inability to achieve cost reduction or actual cost increases based on the above. The following four steps to solve the above problems in change management are recommended in the article: 1) organizational change planning; 2) organization of the team to implement organizational change; 3) team motivation; 4) organizational change control and regulation. The internal causes of change (the need for change in the management structure, obsolescence of products, equipment and technology, decrease in the enterprise performance) and external causes of change (economic conditions and government regulation, change in laws and other regulators, level of competition, purchasing power of consumers) are described in the article.

Therefore, the main aim of the article is developing steps for successful organizational change management at the enterprise.