

## CHANGE MANAGEMENT STRATEGY IN THE ORGANIZATION

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The article contains an analysis of the main approaches to building a strategy for managing change in an organization. The author considers the life cycle of the organization. The work contains an analysis of various models of change management. The author suggests a model of the interrelationships of the overall management strategy of the organization's development with the strategy of change management, organizational structure, staff training, and the introduction of coaching support for change. The life cycle of the organization includes terms of changes that need to be managed. The purpose of this management – reducing the counter staff and obtain the intended result. Crisis internal and external environment also influences changes in the organization and requires special management action. Developed scenarios regarding situations of change management will reduce the opposition of staff and achieve better results in the management of the organization. The study aims to identify the relationship between the organization lifecycle and change management. Changes in management strategy should possess: an update (step life cycle analysis of the external and internal environment, availability of resources, the willingness of staff, analysis of the technological and administrative processes, etc.);

determining the organizational structure of implementation strategies (analysis and combining sustainable and flexible organizational structures); risk analysis (risk group identification, analysis of identified risks scenarios to reduce the probability of manifestation of risk); map of the change management strategy implementation (mental map, a road map – answers to the questions what, when, where, who, why); formation training plan and coaching staff (previous studies – for making changes, learning to effect change, to support the coaching change). The article includes an example of a model change management. The author examines the purpose of increasing the proportion of goods and services in the market and introduces new technology, offers customer relationship management. They are based on dynamic monitoring of customer satisfaction, increase loyalty, attract new customers. The results of researches allow forming a strategy of development and change management as two parallel strategic documents, taking into account the life cycle of steps implemented and the impact on technological and management processes and personnel organization. The author plans to develop methods to identify the causes of staff resistance to organizational changes and its reduction.