

Theme 1

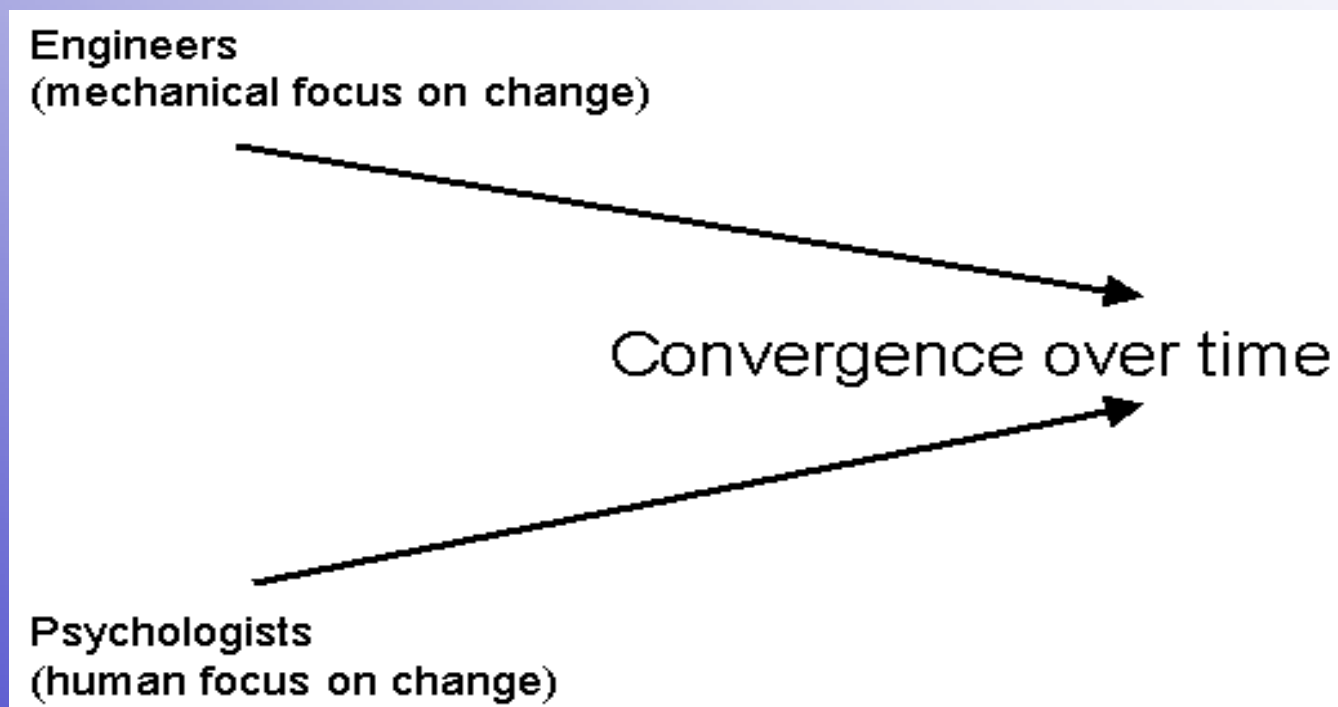
Terminology Policies & Change Management

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Change Management

- Definition and history of change management - an online tutorial:
- <http://www.change-management.com/tutorial-definition-history.htm>
- “... two fields of thought: an engineer's approach to improving business performance and a psychologist's approach to managing the human-side of change.”

Change Management



A combination of these two approaches is to be supposed to be the most successful.

Change Management

	Engineer	Psychologist
Focus	Processes, systems, structure	People
Business practices	ISO 9000, Quality Management, etc.	Human resources
Starting point	Business issues or opportunities	Personal change, employee resistance
Measure of success	Financial and statistical metrics	Job satisfaction, turn-over, productivity loss
Perspective on change	“Shoot the stragglers, carry the wounded.”	“Help individuals make sense of what the change means to them.”

Any organization today should:

- ***constantly examine its performance, strategy, processes and systems to understand what changes need to be made***
- ***understand the implications of a new change on its employees given their culture, values, history and capacity for change.***

- if you want to convince decision makers to implement your terminology policy, you should:
- find out who the decision makers are
 - analyse expectations of interested parties & people involved
 - be able to „speak the language“ of these (business) people

“The new values of business today require a different approach to the way businesses change. The response of the employee has shifted from “yes, sir” to “why are we doing that”...”

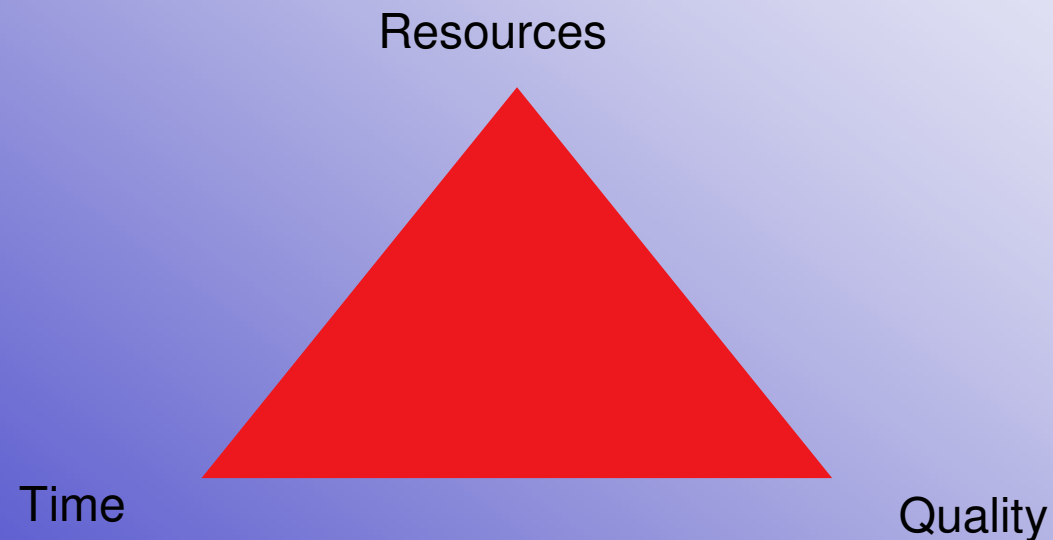
- to implement your terminology policy successfully, you should:
- treat the implementation like a project (or even a programme), e.g.
 - define success of the project & project management
 - be familiar with the characteristics of projects, etc.
 - know the basic principles of management

Every Project is

- new / innovative, relevant / important
- complex, dynamic
- interdisciplinary,
- and has a project „culture“
(rules and way of management)

Every Project is

- determined by the golden triangle



Consider the 6 basic principles of efficient and effective management:

1. Think and act result-orientated
2. Contribute to the big picture
3. Focus on few things

Management Principles



4. Use your strenghts
5. Create trust
6. Think positive

(Fredmund Malik)

Thank you for your attention!

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