

Contemplation – people are aware that a change needs to happen and are thinking about what they could do to make that change, but they have yet to commit to taking action.

Preparation – involves making small changes in preparation for the big change

Action – involves changing a behavior

Maintenance – individuals actively work to maintain the change they have made and avoid slipping into old habits

Group change – the strength in working in conjunction with groups and communities who want to effect change.

Organic change – recognizing that individuals and organizations are part of an interconnected system

ACTIVITIES

Transforming Your World

Brief Description

In this activity students will learn about organizational culture and how an organization goes through transformative change in small groups. Using magazine photos, students envision what a transformed organization might look like.

Purpose

- To envision transformation within an organization and explore organizational culture.
- To explore issues of transformational change.

Kolb Cycle

Active Experimentation

Number of Participants

Any size is appropriate

Time Requirements

Two-60 minute sessions

Space requirements

None

Materials

Popular magazines such as Business Week, Time, Newsweek or the Wall Street Journal, newspaper business sections and other feature sections, markers, poster sheets, stickers, art materials

Outline

1. First Class - Divide students into groups of 4. Ask students to pick an organization on campus – student activities, student union, health center, residence life, recreation center or other campus centers. Read student newspapers to get ideas of which organizations have issues in need of change they can explore. Brainstorm in their teams about how the operation works, gathering information on services offered, thinking about what their problems are, and what needs to change.
2. Dismiss the groups to go observe the organizations and gather information. They can do an environmental scan by taking pictures, getting brochures, and taking notes what they see when they enter the organization.
3. Second Class – Reassemble the groups and have them discuss what would be the challenge of transforming this organization? If there is enough information about the organization, think about how would a leader go about changing the culture of the organization?
4. Invite students to use art materials, markers, and draw on poster paper how they envision the “old” versus “new” organization and what would be different about it.
5. Report their findings to the class by giving a 5 minute presentation about their poster paper.

Processing Questions

- What did you learn about how to create transformative change?
- What was the hardest part of your discussion?
- Do you think it is possible to implement the change you describe on your poster paper?

Extension

- Keep students focused on the organization and the steps to change.
- Help them analyze the organization’s culture and how that may impede or assist organizational change.
- Challenge them to think of societal barriers: racism, classism, ageism etc that may keep the organization the way it is and how to change the values of these organizations.

Sources

Collaboration with Nurredina Workman

Keywords

Transformative change, changing culture, organizational culture