



Corporate Counseling Associates
People it forward.™

Change Management: Executive & Organizational Resilience

Organizational change is required for business success. Effective management of that change demands alignment of behavior inside the organization with the business environment. This requires analysis of the competitive landscape so that a wise business strategy can be developed and executed.

CCA offers experts in industrial psychology and related disciplines to map out and implement change tactics to support the new business strategy. Our approach to Change Management aligns behavior and human resources practices with business direction while fostering human resilience at the organizational and individual level.

Change management begins with an assessment of organization's "state of readiness" for a transition, which leads to dissection of people, process, structure, and technological issues that may require alteration. The goal is to support the shift in business strategy so tangible returns can be realized.

The business outcome is a sustainable, cultural shift that drives a new business model.