

Process based transformation: a processual approach to implementation

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Abstract:

The paper describes application of Pettigrew et al.'s [7] strategic change model for a radical change initiative in a large British organization. The model assumes that management can assess changing economic, business and political conditions and implement new strategies in order to improve the firm's competitive performance. The change initiative has been divided into the context, contents and process. The context provides the basis on which content can be designed and the process is reserved for implementation of envisioned changes. Reserved for implementation of envisioned changes. Main trigger for change, the contents cushioned it and process (support of senior management, IT and a good methodology) functioned as a vehicle to implement the initiative.

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