



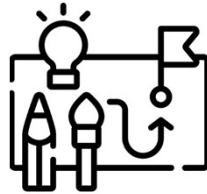
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Resilience to Change: Building Strong Models for a Sustainable Business

Social partners supporting anticipation and management of change after COVID-19 : SPAM-COVID19





Background to the process leading to the design of the Manual



Thematic round tables (testing research tools)

Desk research studying

- i) Employers (information research)
- ii) Employees (information research)

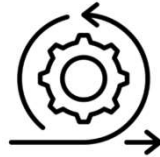
Focus groups (sharing results)

Workshop with EU project partners (sharing & analysing information)

Development of manual (developing tools)

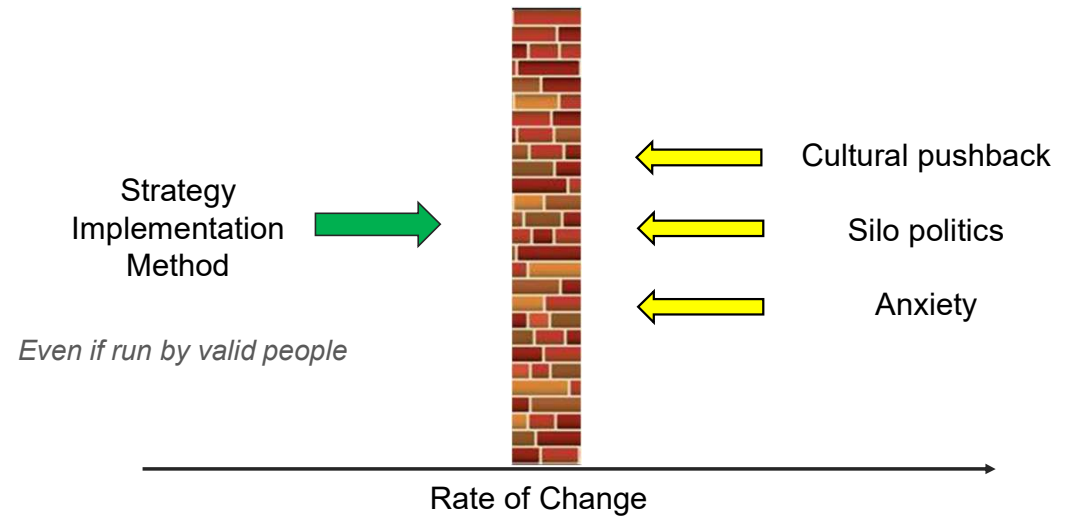
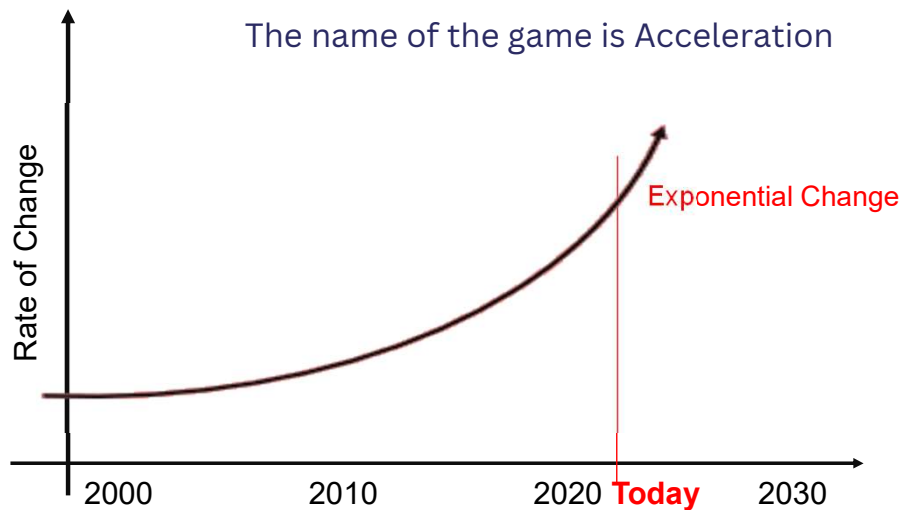


A Change Manual for Business



Before we jump into the details pertaining to the Manual

Let's think about the rate of change impacting the market forces
The name of the game is Acceleration



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The Manual Structure

Designed to be of assistance to businesses and employers seeking to restructure and develop further

The models in the manual encompass the various areas identified in the research that could benefit from change



Relevant to all business sectors all key functions of business

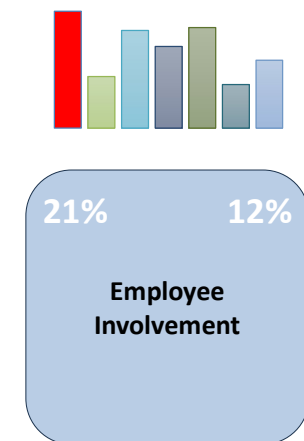
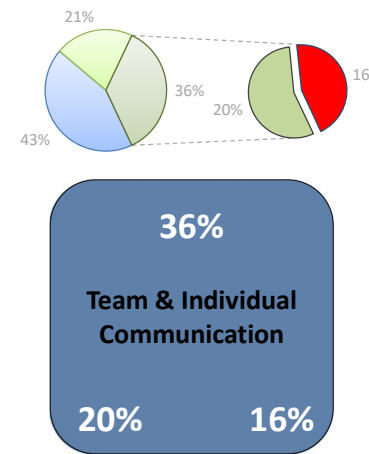
Bringing together some renowned models in industry with an important focus on digital transformation



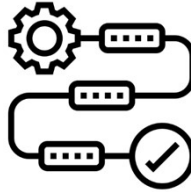
Areas of Business necessitating major focus and met by the Manual

Key areas of focus identified by the research

John Kotter Change Management Model | Business Model Canvas | Decision Trees | SWOT/PESTEL | 7C of Communication | Belbin's Team Roles Model
Tuckman's Stages of Group Formation | The Nine Grid Box | DuPont Formula | AIDA Model | Inbound Marketing Methodology | PDCA | Cost Benefit Analysis



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Recommended approach in using the Manual

A compendium of connected models that address strategic, horizontal and vertical needs



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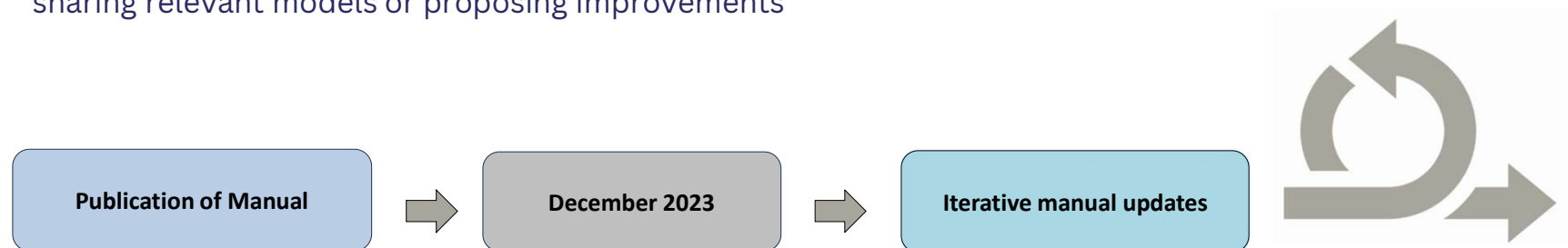


A way forward in terms of the Manual

The manual will be published on the MEA's Portal at the end of the project – earmarked **December 2023**

The approach will enable organisations to make **free use** of the manual as a tool provided by MEA

Organisations will also have the possibility to **contribute knowledge** back to the business community by sharing relevant models or proposing improvements



THANK YOU



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