

CHANGE IS NEEDED

The Secret of Change is to Focus all of Your Energy,
Not on Fighting the Old, But on Building the New.

Socrat



The WISDOM of STRATEGY CHANGE MANAGEMENT

PLANNING



MANAGING



STRATEGY

KEEP IT SIMPLE

MAKE POSITVE ORGANSATION CULTURE

VISION



- Future
- Effect
- Goals

MISSION



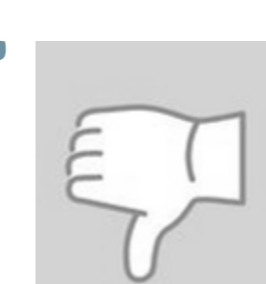
- Present
- Cause
- The core Purpose

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STRENGHTS

W



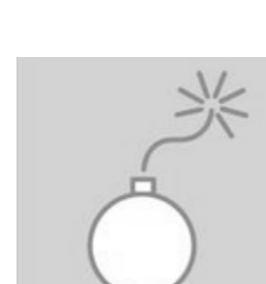
WEAKNESSES

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OPPORTUNITIES

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THREATS

INVOLVE

- Board of director
- Key executive staff
- Management staff
- Facilitator

EVALUATION

MODIFICATION

CHANGES PROCESS

- Depended to strategic goals
- 3-5 years
- Annual review !!!