**LEADING STRATEGIC CHANGE**

**Learning Outcome 3: ACTIVITY 4**

**Impact analysis of organisational change**

#### In pairs/small groups

Read the following case study

BBA Is a large engineering group providing IT-based energy consumption systems to the automotive and pharmacutical industries. The organisation is currently going through a change process which means the organisation will be relocating to a new site 50km away from its current position. There are no public transport links to the new premises.

Relocating will:

* Reduce the annual rental cost on the premises
* Provide a better work environment
* Be closer to existing customer base
* Deliver more space for growth
* Involve borrowing money to fund the relocation
* Involve some staff experiencing extended travel time and costs to get to work
* Provide a more prestigious building for client and supplier visits.

So far 40% of the staff have expressed their concerns about relocating, many travel by public transport to work. The organisation has offered redundancy to those that do not want to relocate and has also offered to put on free transport from the old building for six months to help with the change. There are plans to provide public transport by the local bus company in 12 months’ time but this has not been confirmed.

Customers and suppliers have been consulted and are generally supportive. The Unions at the organisation have received a number of complaints and the managers have been experiencing problems with performance from some staff, poor work quality, high sickness absence and a general lack of motivation.

Prepare a short overview presentation of the impact of the change process. How would you assess the overall outcome of the change process? Is there anything the organsiation could do to improve expectations and requirements of stakeholders?