

HANDOUT

The “Why?” Of Changing Organizational Practices

Reasons Changing Organization Practice is Critical

Widespread Impact

On individuals

- People spend a lot of time in organizations so changes there affect them and can influence behavior within and without the organization.
- Sets expectations for, incentives, and models behavior

On other organizations

- Model for other organizations
- Organizations can influence other institutions
- Can spark a ripple effect in other agencies

On policy

- Can coalesce to create larger movements which can also bubble up to inform policy
- Organizations can influence policymakers and policy

On society

- Organizations are societal players in that they buy ads, spend money, etc.
- Builds awareness and buy-in of issues
- Affects norms, which ultimately leads to behavior change

Achievability

- It is doable
- It can be immediate (e.g. today or tomorrow)
- It is local
- People can have the power to change where they work

Testing ground

- Micro space to apply theory to practice, and see its effects
- Can be used as a "pilot" test for broader change
- Learning and growth
- May be tested/highlighted as an effective practice and become a model

Benefits for Organizations

- Can contribute to employee productivity, retention and morale
- Can reduce costs to the organization (health care, disability, lawsuits, etc.).
- Can adapt to transitions in the external and internal environment
- Model for other organizations
- Can be a basis for organizational marketing campaigns and/or identity
- Establishes a culture of a learning organization