Strategies for Group Change

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| **Strategy** | **Use** |
| Power–coercive approach | This can be used when resistance is expected but when acceptance is not important to power source. The importance of power, control, authority and threat of job loss to gain compliance with change – ‘do it or leave!’ |
| Normative–re-educative approach | This is based on the need for good working relationships as a method of inducing support for change. It focuses on these relationship needs and stresses the importance of ‘going with the majority’. |
| Rational–empirical approach | Uses knowledge to encourage change. Once individuals understand the need for individual change and organizational change, they will cooperate. It focuses on training and communication. It is used when little resistance is anticipated. |

***Source:*** Bennis, W.G. and Nanus, B. (1985). *Leadership: Strategies for Taking Charge*. New York: Harper & Row.