

## **Theme 1**

# **Terminology Policies & Change Management**

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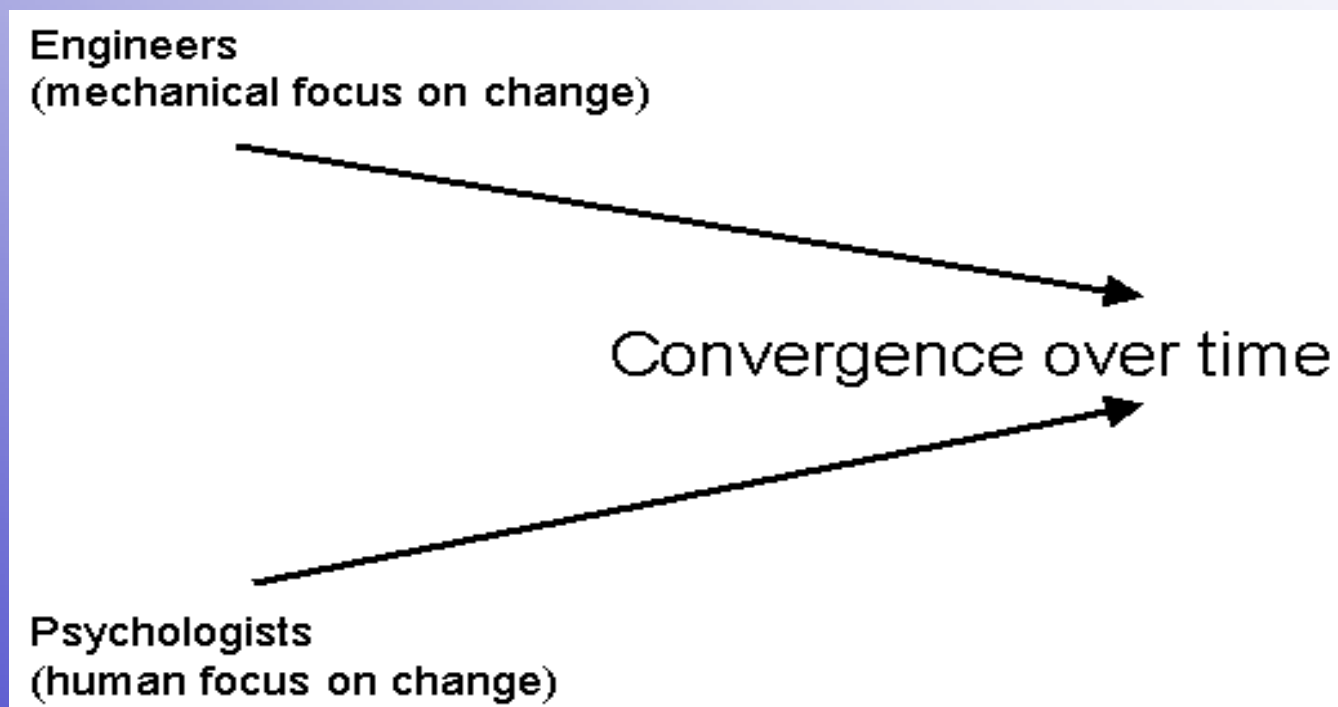
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# Change Management

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- Definition and history of change management - an online tutorial:
- <http://www.change-management.com/tutorial-definition-history.htm>
- “... two fields of thought: an engineer's approach to improving business performance and a psychologist's approach to managing the human-side of change.”

# Change Management



A combination of these two approaches is to be supposed to be the most successful.

# Change Management

	Engineer	Psychologist
<b>Focus</b>	Processes, systems, structure	People
<b>Business practices</b>	ISO 9000, Quality Management, etc.	Human resources
<b>Starting point</b>	Business issues or opportunities	Personal change, employee resistance
<b>Measure of success</b>	Financial and statistical metrics	Job satisfaction, turn-over, productivity loss
<b>Perspective on change</b>	“Shoot the stragglers, carry the wounded.”	“Help individuals make sense of what the change means to them.”

***Any organization today should:***

- ***constantly examine its performance, strategy, processes and systems to understand what changes need to be made***
- ***understand the implications of a new change on its employees given their culture, values, history and capacity for change.***

- if you want to convince decision makers to implement your terminology policy, you should:
- find out who the decision makers are
  - analyse expectations of interested parties & people involved
  - be able to „speak the language“ of these (business) people

# Terminology & Change

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***“The new values of business today require a different approach to the way businesses change. The response of the employee has shifted from “yes, sir” to “why are we doing that”...”***

- to implement your terminology policy successfully, you should:
- treat the implementation like a project (or even a programme), e.g.
    - define success of the project & project management
    - be familiar with the characteristics of projects, etc.
  - know the basic principles of management



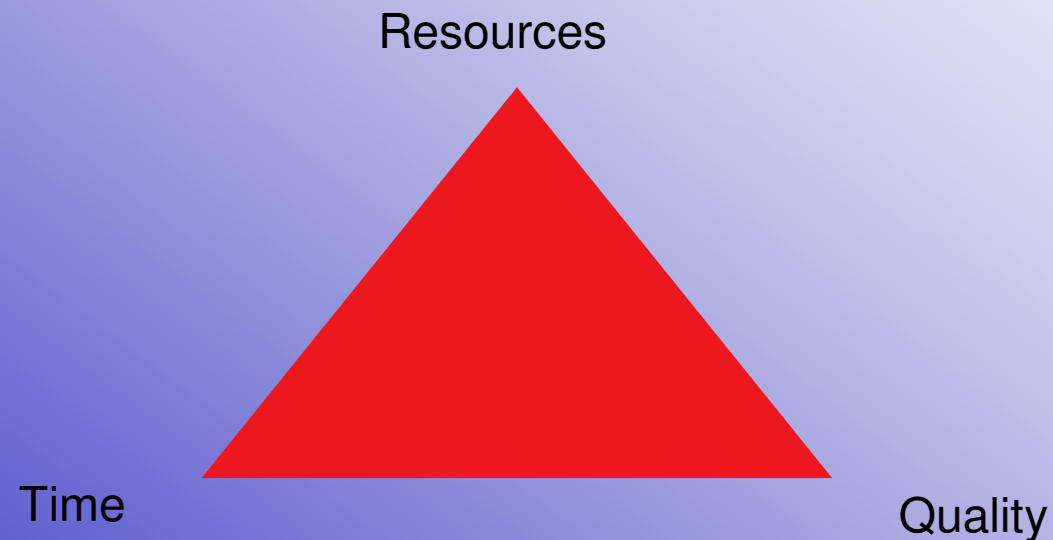
# Every Project is

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- new / innovative, relevant / important
- complex, dynamic
- interdisciplinary,
- and has a project „culture“  
(rules and way of management)

# Every Project is

- determined by the golden triangle



Consider the 6 basic principles of efficient and effective management:

1. Think and act result-orientated
2. Contribute to the big picture
3. Focus on few things

# Management Principles

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4. Use your strenghts
5. Create trust
6. Think positive

(Fredmund Malik)

**Thank you for your attention!**

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