



Kommunikation im Changemanagement / Change Management (German Edition)

Arne Heuking

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Studienarbeit aus dem Jahr 2004 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 1,8, Universität Osnabrück, Veranstaltung: Kommunikation, 11 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Für Unternehmen ist heutzutage die Bereitschaft und Fähigkeit zum Wandel ein wesentlicher Punkt des Erfolgs. Das Change Management spielt eine zentrale Rolle bei der Planung und Durchführung von Veränderungsprozessen im Unternehmen. Führungskräfte und Mitarbeiter müssen auf Veränderungen im Unternehmen vorbereitet sein. Die Betroffenen des Change Vorhabens müssen ermutigt werden gewohnte und vertraute Infrastrukturen im Unternehmen zu überdenken, zu erneuern oder zu verbessern. Nur durch eine zweckmäßige Kommunikationsinfrastruktur im Unternehmen lassen sich die Ziele des Veränderungsprozesses verwirklichen.
Somit ist die Kommunikationspolitik im Changemanagement ein kritischer Erfolgsfaktor für jedes Changevorhaben.

Diese Arbeit beschäftigt sich mit den Möglichkeiten der Kommunikation in einem Veränderungsprozess. Zu Beginn werden die Begriffe Change Management und Kommunikation explizit vorgestellt. Weiterhin werden spezielle Methoden aus den einzelnen Gebieten der Kommunikation erläutert und ihre Auswirkungen auf den Veränderungsprozess dargestellt.

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