

(CRP) CHANGE RESPONSE PROFILE: A PSYCHOLOGICAL ASSESSMENT MEASURING EMPLOYEE CONCERNS DURING ORGANIZATIONAL CHANGE

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ABSTRACT

While every organization undergoes change, the practices that each of them employ vary. Change Response Profile (CRP) is an assessment that provides a sense of direction to the management, to make well-informed decisions about the vital interventions to minimize or completely eradicate resistance from the employees. The article highlights six concerns that an employee would have during the time of an organizational change, through which, 4 individual profiles have been derived. The result of this assessment is analyzed on an individual and organizational level, providing valuable inputs for the organization to create change management and engagement initiatives that align to the employees' concerns, thus bringing a quantified return on investment. This article also talks about the change related theories from the fields of psychology and management. Thus, an integration of all these theories supports the validity and relevance of CRP.

KEYWORDS: Change Management, Employee Concerns, Organizational Change, Psychological Assessments