

Kurt Lewin looked at change as a process with distinct stages. He called them (1) Unfreezing the current situation, (2) Being in a liquid state when we go through change, and (3) Refreezing when we are happy with the new state.

First, we need to determine what needs to change and why. To gain buy-in from people affected by the change, we need a vision and strategy of how to get there. The current situation is 'unfrozen'.

Next, we go through the change itself. This is the fluid stage, where people start doing things differently. People are highly flexible at this stage so communication is vital to ensure people are going in the right direction and accepting the changes

When the changes are taking shape and people have embraced the new ways, Lewin said that 'refreezing' can take place. He refers to this as internalising and institutionalizing the changes and you can anchor the changes into the team culture to make them stick.

By seeing the three stages as a transformation from one stage to another, through a third, we can keep everyone motivated to achieve a successful change