

# Theorizing Change: The New Role of ODs to Distinguish Transformation

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**A company's employees are its greatest asset and your people are your product**

**Sir Richard Branson, chief executive and founder, Virgin Group**

**Bringing together the right information with the right people will dramatically improve a company's ability to develop and act on strategic business opportunities**

**Bill Gates, former chief executive and current chairman of Microsoft**

- organizations are assessed to create an understanding of the current situation and to identify opportunities for change that will meet business objectives.

# Human Resource Development

- is the framework for helping employees develop their personal and organizational skills, knowledge, and abilities to be able to manage change .
- HR Roles : strategic, operational , administrative
- HR Roles: the builder, the change agent, the navigator

➤ OD is a complex strategy intended to change the beliefs, attitudes, values, and structure of organizations so that they can better adapt to new technologies, markets, and challenges.


over 45 years since the term Organization Development (OD) was first used in print to refer to

OD aims to help organizations become more effective by means of systematic interventions focusing on organizational processes , structure and culture

OD is knowledge driven, continues learning , globalized, boundary-less, human/intellectual capital intensive, interdependent, complex and culturally and ideologically diverse.

OD practitioners are beginning to realize that the real change agents are the managers and supervisors in the organization and that the OD practitioner is more of a 'change catalyst,' whose primary role is to assist the real change agents

employee involvement in change, and the use of internal or external to manage reactions to change

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- A photograph of two brown bears standing on their hind legs, facing each other. The bear on the left is darker brown, and the bear on the right is lighter brown. They appear to be in a natural, outdoor setting with a blurred background of green and blue. A white text box is overlaid on the image, containing a bullet point.
- OD is a key factor in successful implementation of large-scale organizational changes such as mergers, acquisitions, downsizings, and restructurings.

# ODs Limitations





Leadership

Practitioner

HR Practice

Risk Assessments

Thank you