

FOUNDATIONS IN COMMUNICATION THEORY

LAURIE K. LEWIS

ORGANIZATIONAL CHANGE

CREATING CHANGE THROUGH
STRATEGIC COMMUNICATION



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Organizational Change Creating Change Through Strategic Communication

Jesper Falkheimer, Mats Heide



Organizational Change Creating Change Through Strategic Communication:

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The Oxford Handbook of Organizational Change and Innovation Marshall Scott Poole, Andrew H. Van de Ven, 2021 Why and what organizations change is generally well known how organizations change is therefore the central focus of this Handbook Leading scholars focus on processes of change and the factors that influence these processes with the organization as the central unit of analysis

Organizational Change Laurie Lewis, 2019-03-06 A comprehensive guide to essential theories and practices of change creation and implementation Organizational Change provides an essential overview to implementing deliberate and focused change through effective communication strategies Author Laurie Lewis integrates academic rigor with real world case studies to provide a comprehensive examination of both theoretical and pragmatic approaches to alterations and modifications of organizational structures Emphasizing the importance of formal and informal communication in implementation of change this text investigates methods of information dissemination and examines various channels for communicating change Coverage of stakeholder relationships concepts of uncertainty and resistance assessing change outcomes and more provides readers with a solid foundational knowledge of change dynamics in organizations Extensively revised and updated this second edition provides new case studies on topics such as design of input solicitation and current research in areas including the persuasive effects of sidedness or inoculation and socially supportive communication Improved pedagogical tools streamlined organization of topics and additional charts graphs and images reinforce efficient presentation of material and increase reader retention and comprehension Examines empirical theoretical and conceptual approaches to strategic communication during organization change Explores key elements of change appropriate communication strategies and outcome evaluation methods Presents adaptive and programmatic strategic implementation models Provides studies of real world companies and actual research on organizational change Debunks popular myths and clarifies misunderstandings of research and theory on implementation of change Demonstrates how Individuals groups and entire organizations can create change and influence implementation Organizational Change provides a thorough survey of the communication and implementation strategies methods and conceptual foundations of change in

public and private sector organizations suitable for undergraduate and graduate study and practitioners with interest in complex change implementation Strategic Communication Jesper Falkheimer, Mats Heide, 2022-08-17 This textbook provides an overview of the core concepts theories and methods in strategic communication using examples from research and experiences from practice Strategic Communication begins by explaining the fundamental concepts related to communication organizations and strategy and then explores the communication processes within leadership reputation crisis and change The authors work to present a framework for the future underpinned by the concept of Communicative Organizations The content of this 2nd edition has been fully updated to incorporate the latest research and practice examples including a new chapter on The Future of Strategic Communication The new edition also features enhanced pedagogical features to aid learning such as key takeaways and new international case studies and examples throughout After reading the book the student or reader will be able to define and reflect upon strategic communication as an academic field and professional practice describe relevant theories and apply these to communication problems It is primarily aimed towards Undergraduate students studying Strategic Communication Corporate Communications Public Relations and Marketing as well as reflective practitioners looking to gain a more thorough and applied introduction to the field **The Handbook of Public Sector Communication** Vilma Luoma-aho, María José Canel, 2020-02-03 A multidisciplinary collection on global public entity strategic communication Research into public sector communication investigates the interaction between public and governmental entities and citizens within their sphere of influence Today s public sector organizations are operating in environments where people receive their information from multiple sources Although modern research demonstrates the immense impact public entities have on democracy and societal welfare communication in this context is often overlooked Public sector organizations need to develop communicative intelligence in balancing their institutional agendas and aims of public engagement The Handbook of Public Sector Communication is the first comprehensive volume to explore the field This timely innovative volume examines the societal role environment goals practices and development of public sector strategic communication International in scope this handbook describes and analyzes the contexts policies issues and questions that shape public sector communication An interdisciplinary team of leading experts discusses diverse subjects of rising importance to public sector government and political communication Topics include social exchange relationships crisis communication citizen expectations measuring and evaluating media diversity and inclusion and more Providing current research and global perspectives this important resource Addresses the questions public sector communicators face today Summarizes the current state of public sector communication worldwide Clarifies contemporary trends and practices including mediatization citizen engagement and change and expectation management Addresses global challenges and crises such as corruption and bureaucratic roadblocks Provides a framework for measuring communication effectiveness Requiring minimal prior knowledge of the field The Handbook of Public Sector Communication is a valuable tool for academics students

and practitioners in areas of public administration public management political communication strategic and organizational communication and related fields such as political science sociology marketing journalism and globalization studies

Mastering Corporate Communication Anne Katrine Lund,Mette Refshauge,2024-05-20 Mastering Corporate Communication is a comprehensive guide designed to assist communication professionals in navigating the new world of stakeholder capitalism With the rise of new media corporate responsibility demands and the constant battle for attention professionals are faced with an array of challenges The book offers an overview of relevant theories and techniques to help professionals master the new reality of corporate communication It provides a rare glimpse into the corporate machine room of a global company offering valuable insights and inspiration to communication professionals Leading professors from all around the world share their insights and advice giving readers an opportunity to develop excellent corporate communication skills The competitive environment requires a new mindset and a necessary agility and this guide is the perfect resource to help communication professionals thrive in this ever evolving landscape With Mastering Corporate Communication students and professionals can find inspiration in effective approaches to communication challenges and ways to develop essential tools and competencies to succeed in their careers [The Routledge Handbook of Nonprofit Communication](#) Gisela Gonçalves,Evandro Oliveira,2022-10-12 This handbook brings together multidisciplinary and internationally diverse contributors to provide an overview of theory research and practice in the nonprofit and nongovernmental organization NGO communication field It is structured in four main parts the first introduces metatheoretical and multidisciplinary approaches to the nonprofit sector the second offers distinctive structural approaches to communication and their models of reputation marketing and communication management the third focuses on nonprofit organizations strategic communications strategies and discourses and the fourth assembles campaigns and case studies of different areas of practice causes and geographies The handbook is essential reading for scholars educators and advanced students in nonprofit and NGO communication within public relations and strategic communication organizational communication sociology management economics marketing and political science as well as a useful reference for leaders and communication professionals in the nonprofit sector **The Concise Encyclopedia of Communication** Wolfgang Donsbach,2015-05-04 This concise volume presents key concepts and entries from the twelve volume ICA International Encyclopedia of Communication 2008 condensing leading scholarship into a practical and valuable single volume Based on the definitive twelve volume IEC this new concise edition presents key concepts and the most relevant headwords of communication science in an A Z format in an up to date manner Jointly published with the International Communication Association ICA the leading academic association of the discipline in the world Represents the best and most up to date international research in this dynamic and interdisciplinary field Contributions come from hundreds of authors who represent excellence in their respective fields An affordable volume available in print or online **Managing Change, Creativity and Innovation** Patrick Dawson,Constantine

Andriopoulos, Steven Pattinson, 2024-11-06 Now in its fifth edition this bestselling text brings a fresh and unique approach to managing organizational change taking the view that change creativity and innovation are interconnected It couples a strong theoretical understanding of change creativity and innovation with practical guidance and ideas for organizational change and development With over 40 international case studies discussing renowned companies like Amazon Canva the NFL and General Motors as well as new topics such as social innovation in the creative sector this edition offers real world insights that resonate across industries This book is a must read for Change Management and Organizational Change modules as well as those focussing on creativity and innovation Patrick Dawson is Emeritus Professor of Management at the University of Aberdeen Constantine Andriopoulos is Professor of Innovation and Entrepreneurship and Associate Dean for Entrepreneurship at Cass Business School City University of London Steven Pattinson is Associate Professor of Entrepreneurship at Newcastle Business School Newcastle University *Organizational Change and Relational Resources*

Karol Marek Klimczak, Yochanan Shachmurove, 2021-11-18 Transitioning organizations to the new normal following environmental shocks economic upheavals and technological innovations is a challenge to classic organizational management The main reason because no single organization knows precisely what the target of change is Resources created and operated in relationships can support the organization in overcoming its constraints changing faster and adapting better This book takes a relational perspective on how organizations adjust and adapt to their turbulent environment Drawing from a broad literature and empirical studies this book offers novel insights into how businesses create grow and manage relationships with partners to support strategic change It discusses the benefits of cooperating with partners and relying on shared resources while controlling relational risks It presents key relational processes including organizational intelligence open culture knowledge sharing routines motivation co creation and communication It discusses focus areas longevity of family firms improving health and safety in medical services crisis management public administration reforms and relational risk management This book is a valuable resource for researchers and students in the fields of organizational studies organizational change technology and innovation management Managers and entrepreneurs can find inspiration motivation and strategies for implementing and managing relationships along the value chain **The Management Game of Communication**

Peggy Simcic Brønn, Stefania Romenti, Ansgar Zerfass, 2016-09-05 The book provides insight into the expanding field of corporate communication by exploring the benefits of research and education which merge insights from the disciplines of business and communication The book provides a uniquely European view and stimulates discussions in a continuing area of interest among academics and practitioners alike **Organizational Communication Theory and Research**

Vernon D. Miller, Marshall Scott Poole, 2024-07-01 The Handbook of Organizational Communication Theory and Research offers concise but thorough reviews of important research on traditional and emerging areas in organizational communication Section One Theory and Methods provides an overview of the field s history prominent theories and

methodologies Section Two Processes focuses on primal processes such as leadership organizational entry conflict power and inclusion Section Three Contexts focuses on the settings where organizational communication occurs including teams and workgroups networks and organizational structure Section Four Technology considers the development and introduction of new media and intelligent technologies into organizations The final section Emerging Areas addresses communication issues associated with changing environmental social and political upheavals including wellness corporate social responsibility and crisis response The Handbook of Organizational Communication Theory and Research covers topics of pressing interest to current scholars and practitioners many of which have not been addressed in previous handbooks *Handbook of Research on Mergers and Acquisitions* Yaakov Weber,2012

For the last four decades researchers in various disciplines have been trying to explain the enduring paradox of the growing activity and volume of mergers and acquisitions M A versus the high failure rate of M A This book explores how underlying concepts and methodologies contributes towards understanding M A and its performance **Organizational Communication Dynamics and Higher Education** Philip J. Salem,2023-10-09 This book provides an analysis a synthesis and an application of over 50 years of organizational communication higher education research What distinguishes one university from another is how members communicate with each other and what distinguishes successful higher education organizations from others are their unique communication practices Bringing important lessons and knowledge from the field of Communication Studies into Higher Education this volume integrates research and theory to help improve organizational communication both across and outside the campus Topics range from burnout and morale to student recruitment and organizational change The volume addresses a current and pressing need at research universities undergraduate programs and community colleges and helps higher education scholars researchers and administrators confront organizational communication challenges **Business Management and Communication**

Perspectives in Industry 4.0 Özbebek Tunç, Ayşegül,Aslan, Pınar,2019-07-26 Changes in the global economy bring new dynamics concepts and implications that require digitalization and adaptation The new normal has changed and companies must adopt such strategies if they want to survive in the ever changing business environments Business Management and Communication Perspectives in Industry 4.0 is a pivotal reference source that provides vital research on the planning implementing and evaluating of strategies for the new industry standards While highlighting topics such as artificial intelligence digital leadership and management science this publication theorizes about tomorrow s business and communication environments based on the past and present of the concepts This book is ideally designed for managers researchers educators students professionals and policymakers seeking current research on blending managerial and communicational concepts with a multidisciplinary approach **Organizational Listening and Response** David Randall Brandt,William A. Donohue,2024-07-10 This book argues that listening to constituents who reside outside organizational boundaries but who are essential members of an organization s ecosystem is a vital constitutive element of organizational

communication It also attempts to demonstrate that by and large the field of organizational communication has neglected such listening The book goes on to introduce a conceptual and methodological framework organizations can use to assess listening practices and effectiveness Through a combination of theory research and case illustrations the book will be valuable to both scholars and practitioners in the fields of organizational communication marketing and public relations It will provide insight and direction for theory building knowledge development and implementation of best practices

Bridging Intention to Impact Connor Joyce, 2024-07-16 In *Bridging Intention to Impact Transform Product Development through Evidence Based Decision Making* Connor Joyce a seasoned user researcher and product strategist offers a groundbreaking guide for product managers and teams seeking to elevate their digital products from engaging to impactful Packed with practical tools and frameworks examples from startups through enterprises across industries and generative AI prompts this book helps product teams immediately begin taking steps toward a more experimental and evidence driven culture Joyce illustrates how this approach can empower companies to adapt to shifting user needs and technology by reframing their digital products as dynamic solutions designed to maximize behavior change user outcomes and ultimately business impacts including decreasing churn increasing customer lifetime value and lowering customer acquisition costs Join the growing movement of product leaders embracing the Impact Mindset and unlock your team's potential to make data driven decisions that lead to impactful products that satisfy user needs and generate positive business outcomes THIS RESOURCE Introduces a new digital product development philosophy focusing on behaviors changed by a feature Provides a methodology for defining and creating novel product success metrics Empowers readers to implement grassroots cultural change Offers a collection of templates and guides to enable you to begin today *Leading Change While Loving People* Yulee Lee, 2022-12-16 Filled with stories of successful social change leadership in diverse contexts this book demonstrates that the best change agents love the people involved most of all Many people have experienced change trauma under leaders whose agenda was more important than anything or anyone else so it is no wonder that change failure rates are often reported as 40% to 70% There is another way change leaders who work to solve some of the world's toughest problems realize that working with others is necessary to accomplishing a social change mission This book shares the insights of those who lead social change in the non profit sector and shows how they catalyze the urgency for connect people toward and continue momentum for a desired change Their stories reveal three interconnected dimensions of leading change people relationships for change process communicating for change and purpose the change mission Ultimately readers will learn that strengthening social capital people centering marginal voices process and aligning stakeholders to the change mission purpose are critical to the work of change agents who value relationships Leveraging well known models and elevating little heard voices this book flips the script of conventional leadership books by focusing on non profit social change leaders rather than business titans Students managers and leaders across sectors will value these new insights along with a

relationally focused process and strategy for leading change and practical tips and recommendations for implementation

Engaging Employees through Strategic Communication Mark Dollins, Jon Stemmle, 2021-10-01 Engaging Employees through Strategic Communication provides a detailed overview of employee communication and its evolution as a tool to drive employee engagement and successful change management Approaching the subject with the philosophy that internal audiences are essential to the success of any strategic communication plan and business strategy particularly as they relate to driving change Mark Dollins and Jon Stemmle give readers a working knowledge of employee communication strategies skills and tactics in ways that prepare students for careers in this rapidly expanding field Providing the tools necessary to evaluate the impact of successful employee communication campaigns they put theory and cutting edge research into action with practical examples and case studies sourced from award winning entries judged as best in class by the International Association of Business Communicators IABC the Public Relations Society of America PRSA PRWeek and PRNews The book is ideal for undergraduate and graduate students in internal corporate or employee communication courses and will be a useful reference for practitioners who want to understand how to carry out effective employee communication engagement and change management campaigns Please visit www.engageemployees.com to learn more about the book and its applications

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