

		Triggering factors	Change objectives
<b>Frontal challenges</b>	Financial loss	<ul style="list-style-type: none"> <li>• Reorganization</li> <li>• Cost-cutting plan</li> </ul>	Managing change without mortgaging the future
	Cooperation/Integration	<ul style="list-style-type: none"> <li>• Merger/Acquisition</li> <li>• Alliance/Partnership</li> </ul>	Choosing the best integration scenario
	Nomination of key people	<ul style="list-style-type: none"> <li>• CEO succession</li> <li>• Internal promotion</li> </ul>	Achieving a rapid and successful handover
	Poor team functioning	<ul style="list-style-type: none"> <li>• Top management in conflict</li> <li>• Work group dysfunctionality</li> </ul>	Strengthening cohesiveness and collective effectiveness
	Collapse of the business model	<ul style="list-style-type: none"> <li>• Growth management</li> <li>• Deregulation, privatization</li> <li>• IPO</li> </ul>	Renewing the model without abandoning the past
<b>Hidden challenges</b>	Lack of cultural understanding	Internationalization	Learning to listen and adapt
	Company split	<ul style="list-style-type: none"> <li>• Discord: HQ vs subsidiaries, operations vs functions, company vs shareholders</li> </ul>	Re-establishing collaborative ties
	Internal communications crisis	<ul style="list-style-type: none"> <li>• Information overload</li> <li>• Jargon, loss of credibility</li> </ul>	Linking communication and motivation
	Inter-generational conflict	<ul style="list-style-type: none"> <li>• New behaviors, new values</li> <li>• Misunderstandings between younger and older managers</li> </ul>	Adapting corporate values to external changes