

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