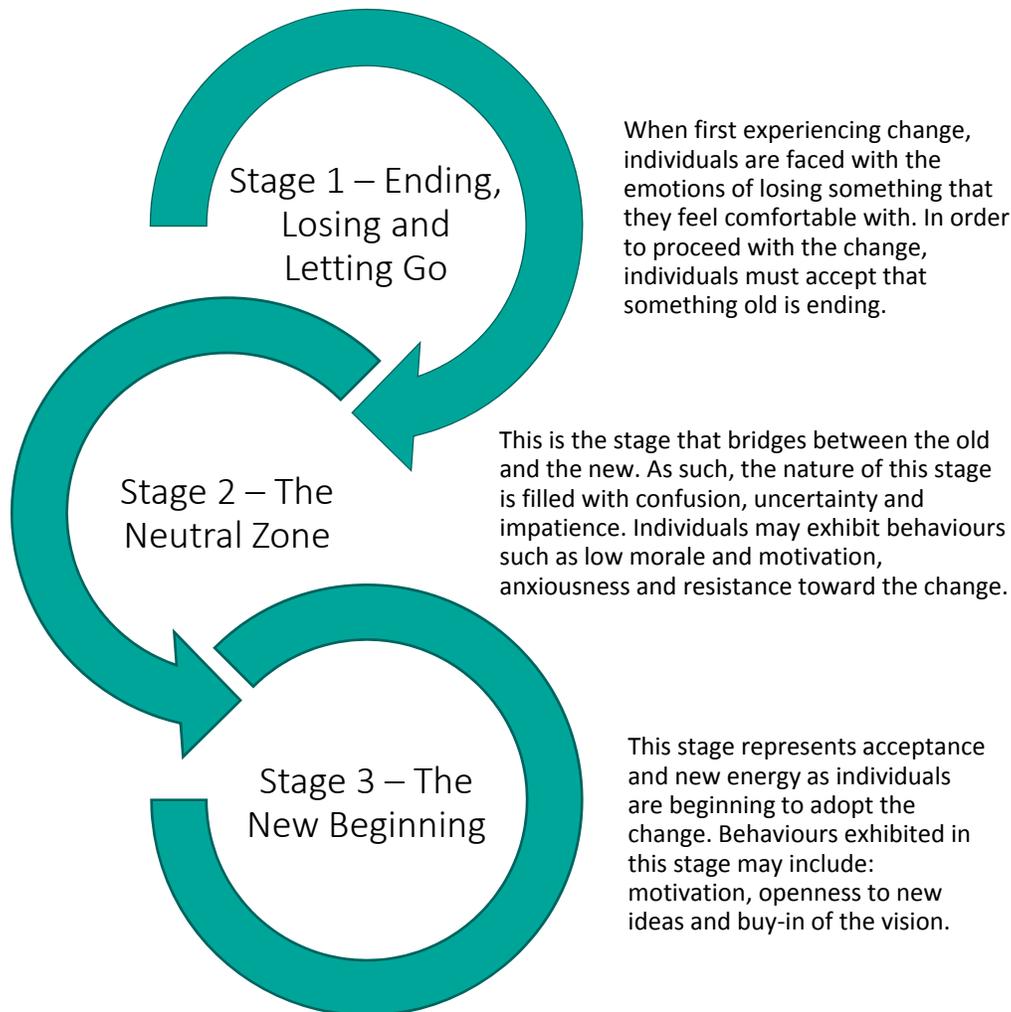


# CHANGE MANAGEMENT THEORY - BRIEF

## WILLIAM BRIDGES' TRANSITIONAL MODEL

In his 1991 book *Managing Transitions*, William Bridges created the Transition Model that focuses on transition rather than change. In his theory, change happens *to* individuals, which can cause resistant behaviours; whereas transition is a process through which individuals experience as they go through change. Specifically, this model comprises three stages of change:



The three stages of transition provide a foundation to support change leaders in thinking through how to best support affected individuals through a change process and minimize the potential adverse effects of a change.