Innovation and Change Management as a Competitive Advantage

a new prerequisite for business success. Business management means a constant change. Managers should not be frightened of the changes that take place at any moment. Employees may see change and not respond, but the manager is quite different in recognizing changes and pointing employees to behave, adapt to change, and face challenges. Human nature is such that it does not like changes, so successful managers are making the secret of good implementation of change at the workplace engaging people at all levels, not only in executing but also in making decisions about it. Successful management decisions are the result of experience, management of practices, good information and monitoring of the environment, and two-way communication with employees. The manager makes decisions in a real environment.

A manager is a man who turns a chance into profit by knowing all the risks of the environment and the work he is doing. Managers face daily with a large number of problems to be solved within a limited time frame. Some of the problems are routine and are resolved by programmed decisions and standard reactions. The real challenge and the quality of successful managers is a successful confrontation with unique, specific problems. Crisis decision making is now considered one of the main characteristics of the leader in addition to determining the organization's direction of movement, providing examples, efficient communication, creating alliances, drawing the best of the people, and acting as a change agent

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