

Study on the Impact of Change Message Components on Employee Readiness to Change

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Organizational changes play a significant role in today's competitive and dynamic business environment. Many change efforts pass off without gaining the intended outcomes due to lack of employee readiness. Having suitable changes to compete with the world is essential and employee readiness is the key to the success of those changes. The current study was investigated the impact of five dimensions of change message components on employee readiness to change to implement the Team Leader Based Organization (TLBO) at Loadstar (Pvt) Ltd. Change message components have five dimensions namely discrepancy, change efficacy, appropriateness, principal support and personal valence. The sample size of the study was 110 employees and the census method was followed. Data were collected through standard questionnaires developed by the previous researchers. Employee readiness to change, acted as the dependent variable and the dimensions of the change message components acted as the independent variables. The result concluded that the significant positive impact of three out of five dimensions of change message components, such as principal support, personal valence and change efficacy on employee readiness to change. Discrepancy and appropriateness were not significant in this study. It is better for the managers to pay attention on readiness of employees by using those change message components to fit them in prior to the change initiatives. Then the change can become permanent.

Keywords: Change Message Components; Readiness to Change; Key Sentiment Factors