



Change Management Trends for 2025

by Dr. Cheryl Jackson

As 2025 approaches, the evolution of the business landscape continues to be driven by technological advancements, transforming workforce dynamics, and an increasing emphasis on sustainability. In this ever-shifting environment, organizations need new change management strategies to stay competitive and agile and to ensure continued success.

As we draw closer to the new year, several trends have emerged. These trends are shaping how businesses are navigating change and are expected to become even more critical throughout the coming year.



TREND #1

Building Change-Agile Organizations

Artificial Intelligence (AI) is driving much of today's change, and AI can be utilized to improve change management efforts. Leaders are leveraging AI

to streamline communications, track real-time adoption metrics, and assess an organization's overall change readiness.

Improving Resistance Management

AI's ability to analyze enormous data sets can help predict future obstacles and areas of resistance during implementation. These insights can be used to develop solutions, such as personalized [employee change journeys](#), that address these challenges before they hinder

adoption. AI's capacity for sentiment analysis and real-time analytics can also highlight areas where employees struggle during the adoption process. This enables the change management team to adjust strategies and provide real-time interventions that overcome these barriers.

Enabling Simplified, Tactical Communications

[AI-equipped chatbots](#), virtual assistants, and interactive platforms can provide valuable in-the-moment support during a change transition. This includes answering users' questions and connecting them to additional resources based on their roles, skills, and needs.

AI also provides real-time feedback on adoption rates, enabling leaders to make data-backed adjustments to their communication strategies to better meet the needs of their employees.



TREND #2

Embracing Integrated Hybrid and Remote Work Strategies

There is a growing emphasis on reshaping change management practices to accommodate distributed teams as hybrid and remote work become more embedded in work culture.

Organizations are prioritizing new change management models that emphasize digital-first communication, tailored training, and asynchronous collaboration.

Leveraging Technology and Data

Communication in a hybrid environment is much more complicated than in a fully remote or fully in-office workforce. To overcome this, organizations are rethinking and updating their use of technology to engage employees, track progress, and drive effective change adoption. This includes redesigning workspaces to foster collaboration and create an environment of trust through collaboration hubs.

Change management teams are also turning to digital platforms to help streamline communication, drive collaboration, leverage analytics, and ensure that all employees—regardless of location—feel connected and informed about changes.



TREND #3

Building Change-Agile Organizations

Change agility refers to an organization's readiness for change and is a key factor in maintaining productivity and engagement throughout times of transition. As the pace of change accelerates, it is essential that organizations adapt, ebbing and flowing with the realities of a VUCA (volatile, uncertain, complex, and ambiguous) world.

Organizations are beginning to develop their capacity for change early, before change is even planned, by recognizing that change is inevitable. Building change-agile organizations involves developing change leadership, fostering individual readiness capabilities, and addressing infrastructure issues that hinder change efforts.

Developing Change-Agile Leadership

Leadership change capabilities are a key factor in change-agile organizations. As the pace of change accelerates, leaders need to develop capabilities that drive and sustain it. Organizations have begun upskilling their leaders with change management and resilience training. This investment enables leaders to adapt to difficult situations, cope with adversity,

reframe obstacles as opportunities for growth, and support their teams through resistance. Leaders who understand their role in influencing change adoption and who can embrace change positively will help influence adoption rates and foster a culture of adaptability and openness to new initiatives within their teams.

Creating Change Management Centers of Excellence

In many cases, change management team members are "borrowed" from other functions within the company on a project-by-project basis. As organizations move toward a model that embraces continuous change, many are creating change management [Centers of Excellence \(CoE\)](#). A CoE is a permanent group of change practitioners that focuses on long-term transformation.

A CoE can be particularly effective in a hybrid or remote environment. It replaces a siloed approach with a centralized team that drives implementation throughout the organization. A CoE can help streamline an organization's change management efforts by formalizing strategies, goals, and methods through all future transformations, resulting in a more change-agile organization.

TREND #4

Adopting Human-Centric Change Models

As the employee experience becomes central to organizational success, change management is shifting toward a more human-centered approach that prioritizes understanding and accommodating employees' emotional and psychological needs during transitions.

Soft skills such as empathy, [emotional intelligence](#), and effective communication are in high demand. Leaders who can harness these traits are better equipped to manage resistance and lead their teams more effectively through periods of change.

Prioritizing Employee Experience

Human-centric change models, like our [R2P2 model](#), stress that stakeholders at all levels are responsible for effective change adoption and emphasize the importance of gathering employee feedback. Tools such as surveys and customer journey maps can help track the effectiveness of change interventions

and drive improvements aligned to users' specific needs. For this approach to work, however, it's important to create an environment of [psychological safety](#) in which everyone feels comfortable and empowered to share their thoughts and insights.



TREND #5

Building Change-Agile Organizations

Organizations are increasingly turning to [agile change management](#) approaches in their project management and solution development that favor iterative, continuous change over significant, one-time transformations. This incremental rollout

approach allows organizations to rapidly adapt to market shifts and employee feedback. These more minor, incremental changes are also easier for employees to absorb and adopt, resulting in reduced disruption and improved agility.

Creating Collaborative, Cross-Functional Teams

More agile change processes require teams that can move and adapt quickly. These teams must have the expertise and the freedom to make decisions quickly. Creating collaborative, cross-functional change teams enables

organizations to maintain a state of readiness to adapt to new changes by bringing the right people together and giving them the autonomy to move at the speed of change.



The Outlook for Change Management in 2025

As the business world continues to change, organizations must evolve to keep up. These five emerging trends in change management provide a glimpse of how to steer your organization toward a more agile, empathetic, and technology-driven approach that meets

the demands of today's modern workforce. Are you looking to transform your organization? Our change management experts can help develop a solution that aligns with your specific objectives and helps to drive future success.

Learn more about how we can help with your [organization change initiatives](#).



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