Starbucks' Change process is based on Kotter's 8-Step to Change.

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Introduction

Starbucks corporation is the largest coffeehouse chain in the United States; it was established in 1971 in the state of Washington. Before the pandemic, the company had gained many customers and was operating over 291,000 stores in over 24000 different locations around the world (Goh et al., 2020). The pandemic outbreak in 2019 harmed the company, and as a result, it was forced to close more than 4300 outlets, which had a combined workforce of 58 000 people. Starbucks was one of the first major companies to decide to protect their employees and assist in reducing the likelihood that the ongoing pandemic would spread further. The pandemic compelled Starbuck to make significant business adjustments (Goh et al., 2020). As a result, this paper aims to conduct an analysis of the process of change within the company with the help of Kotter's 8-Step to Change and the Organizational Change Chart.

Starbucks Change process using Kotter's 8-Step Model

Steps	Kotter's 8-step Change	Analysis	Change
1	**Create urgency**	As a result of the disruption caused by the pandemic, the company was compelled to concentrate on an ideal fact that would protect the health of its employees and customers (Bariso, 2020). This is necessary because the pandemic is hard to predict, and vaccinations do not provide full immunity.	Starbucks started educating the staff and employees of the health organizations frequently on the new policies that have been introduced and how to use them.

2	Form a powerful coalition	Starbucks needed to construct a strong alliance that the management system could use to make requests for assistance based on the recommendations of team members and other administrators, as inside information may be limited.	The company enforced the expectations that the management and leadership will implement, which is one of the factors in developing new procedures.
3	Create a vision for change	The company gave some thought to the pandemic's possibility would not go away so fast (Bariso, 2020). The management would need to devise an effective plan to deal with the issue and create a new atmosphere in which employees would be able to work. .	The leadership concluded that it was a good time to apply for this modification because of how generated facts can improve immunity (Bariso, 2020). The management decided to introduce the use of sanitizers to clean every surface on the business premise, and they also instituted the requirement that employees and consumers wear masks at all times. The business decided to offer delivery through Uber Eats in several different areas. The company design picks up only outlets.

			They boosted security by adhering to clean, risk-free, and preparation practices.
4	**Communicate the vision**	Because the organization communicated with its leaders and management about various change agents, they were able to understand the processes that were being used to implement change (Walton, 2020).	They realized there was a requirement to talk about procedures and collect a variety of questions that would ensure the adherence of the employees and other members to the new implementation plans.
5	**Remove obstacles**	They decided to remove some tough hurdles by adhering to the new working location policy and finding a solution to the problem.	The company adjustments are being made based on the number of consultations and other adjustments
6	**Create short term wins**	Starbucks decided to implement short-term winning strategies by ensuring that 20 percent of the previously closed restaurants have been reopened (Walton, 2020). This was accomplished by verifying and	They have made certain that all of the protocols, based on launched facts and many other retrieval situations, have been successful.

		assessing the efficacy level of the current framework of measures.	
7	**Build on the change**	The leaders agreed that the business needed transition, in which protocols introduce adjustments based on surrounding restaurants that are highly sought.	The company went ahead to implement the changes in all the other branches across the globe
8	**Anchor the changes in corporate culture**	The organization ensures a transition in corporate culture (Goh et al., 2020). This is good since it adheres to improvements that substantially impact workers' everyday influence and familiarity with new policies.	Starbuck created an environment where leadership and businesses strive to follow the set rules.

Was this a positive organizational change? Why or why not? If so, what strategies and tactics were effective or ineffective in creating positive organizational change? What strategies and tactics would have worked better?

The organizational change in Starbuck was positive because most of its change and analysis engaged multiple parties, resulting in suggestive opinions that allowed for the success and expansion of the organization (Goh et al., 2020). The effective strategies focused on providing exceptional customer service and other experiences, ensuring that the business environment is safe and that customers are exposed to new developments. Leadership roles should have been defined clearly because for Starbucks leaders to steer positive organizational

change successfully, they need to be a catalyst for flexibility in the face of ongoing change. Additionally, they must possess dynamic capabilities and talents beyond management, such as those of a change energizer and change designer. Therefore, to bring about a change for the better, the necessary leadership and framework must be implemented in accordance with the mission, vision, and values of the business. It also requires employees' participation and motivation to foster commitment. This will work better because it involves major Starbuck stakeholders since effective change can only be achieved if it is founded on an in-depth comprehension of human behavior, the cultivation of constructive attitudes, and the establishment of clear goals.

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