

## ***Viral Change*<sup>TM</sup> vs. traditional change management<sup>1</sup>**

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People often ask me, 'how does *Viral Change* differ from the traditional view on change management?' The short answer is, of course, like night from day.

However, in order to illuminate the differences further, I have written a few short comparisons to clarify how *Viral Change* differs from the traditional change management.

They are:

1. [Viral Change sees a different, implicit model of the organisation.](#)
2. [There are different 'structures' in Viral Change.](#)
3. [Viral Change distributes people differently.](#)
4. [There are different processes and systems.](#)
5. [The view on cause-effect and interventions in organisations differs.](#)
6. [Viral Change has a different formal process for 'the change management programme'.](#)
7. [There is a difference in the conduit of change.](#)
8. ['Change management' is different through Viral Change.](#)

If you want to read more about *Viral Change*, you can read it all in my book of the same title: [\*Viral Change: the alternative to slow, painful and unsuccessful management of change in organisations.\*](#)

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<sup>1</sup> Initially posted on [www.viralchange.net](http://www.viralchange.net), February 2008