

Different processes and systems¹

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In this [fourth comparison](#), I want to talk about how both Viral Change and traditional change management view the organisational processes and systems.

In the **conventional approach**, processes and systems are kept inside and well-defined so that the majority in that distribution can repeat them and ensure consistency. Predictability is key.

Viral Change, on the other hand, acknowledges formal processes and systems, but management in *Viral Change* mode are very sensitive to the risk of those processes and systems taking over organisational life. Emphasis on behaviours is needed to support processes, versus processes creating behaviours.

You can read more about the other differences by choosing from this list:

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.](#)
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.](#)

¹ Initially posted on www.viralchange.net, March 2008