

## **Abstract**

This bachelor's thesis focuses on managing and implementing change in an organization and examines key aspects of this issue. The first part of the thesis provides a theoretical framework that defines the key concepts such as change, an organization, or change management. It also defines several types of change and discusses the factors that can influence the success of change initiatives. Furthermore, the work identifies the key determinants of an organizational culture that can influence the acceptance of changes and the adaptability of an organization. Several of the best-known approaches and models that can be used in the implementation of changes also form a part of the theoretical basis. As a part of the research section of the thesis, an analysis of a specific case of an organization recently struggling with the implementation of fundamental changes was carried out, thus enabling the topic to be presented through a practical example. Research methods include the collection of primary data through face-to-face interviews with stakeholders. The aim was to capture the change management process in this organization and identify the benefits and limitations of the change implementation process. The research results provide insights into the success of change management in practice, present the impacts of the process, and offer recommendations for organizations facing similar challenges. The work ends with conclusions that summarize the main findings from the theoretical framework and the research part and suggests directions for further research in the field of implementation and change management in organizations.

## **Keywords:**

change, organization, change management, implementation, interview