CHANGE MANAGEMENT THEORY - BRIEF
DE CALUWÉ AND VERMAAK TYPOLOGY

De Caluwé and Vermaak's five colour typology of change paradigm was developed to provide a robust and versatile tool for change leaders to use for reflections, as a diagnostic tool and as a roadmap for possible change strategies. Different situations may require different change strategies. An effective change strategy would include a combination of the paradigms. The five colours/paradigms are described briefly below:

YELLOW-PRINT THINKING

In this paradigm, organizations are socio-political constructs that reflect the interests, conflicts and power dynamics between individuals. To facilitate change in this paradigm, a change leader will need to negotiate with different players based on their interest and influence in the organization.

BLUE-PRINT THINKING

Blue-print thinking is the rational design and implementation of change. In this paradigm, effective project management will facilitate change adoption if the results and the path is clearly designed and articulated.

RED-PRINT THINKING

The key to this paradigm is a bartering system with those impacted by the change with rewards or penalties to facilitate change. The underlying belief of this paradigm is that humans must be influenced, tempted and stimulated.

GREEN-PRINT THINKING

Green-print thinking assumes that individuals are motivated to discover the limits of their competencies and to involve themselves in constant learning situations. The key to change under this paradigm is to allow and support individuals to take ownership in their learning and provide a supporting ecosystem (e.g., coaching, simulations, feedback mechanisms, leadership development, etc.).

WHITE-PRINT THINKING

Self-organization is the key concept in this paradigm; it assumes that individuals interact with one another out of their own volition without influence of how interactions are typically carried out. Under this paradigm, change leaders seek out opportunities for creativity and energy to facilitate change.