

Management of change processes in a Global World
Module 2, week 2 – Psychology of Change

Task – NUMMI

Please listen to the podcast “NUMMI – a joint venture of General Motors and Toyota”, and answer the following questions:

- 1) What were the reasons for GM to set up the joint venture with Toyota? What were their needs to change?
- 2) Which factors supported the change?
- 3) Which factors worked against it?
- 4) What can you learn from this example about the psychology of change?

The final result should be a Word document with max. 2 pages. Please work together on the questions and hand in one document per group.