

HR Leaders Must Become Catalysts for Change

Culture

HR leaders must capitalize on their ability to serve as thought partners who can catalyze and support business transformation. The concept of being a catalyst for change in an organization outlines a three-phase approach to effective change management. Rebecca Sinclair, who serves as our chief people and corporate affairs officer at American Tire Distributors, emphasizes that change management is not just about getting things done but involves an end-to-end process broken down into three phases.

[As you read the article in Forbes](#), you will gain perspective on how to activate and secure buy-in from senior leaders as well as focusing on your organizational structure. Lastly, you can see how Rebecca uses technology to communicate effectively.

[Read along](#) As Rebecca talks through application for change in the modern economy also how HR should not merely serve as a support function but should act as a people-enablement function, becoming catalysts for change and curators of culture. Including HR leaders as collaborators in addressing business problems allows for the incorporation of change into an organization's DNA.

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