

Resistance to Change as a Lever of Innovation: Case of Tangier, Tetouan and Hoceima Region, Morocco

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Abstract : For any company or organization, change must be natural and binding in order to evolve its business, protect its durability and remain competitive. "Adapt or disappear". But how often managers, leaders or employees develop astonishing ideas that could improve several aspects of the organization and the feedback is less that encouraging and people give unrealistic judgments just to escape change. In this paper, we are going to discuss what we do know about change and resistance to change and what we can do to tame this phenomenon and, above all, the main steps that can follow an idea man in the delicate and decisive implementation of innovations.

Keywords : innovation, change, resistance to change/innovation, barriers to innovation, levers of innovation

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