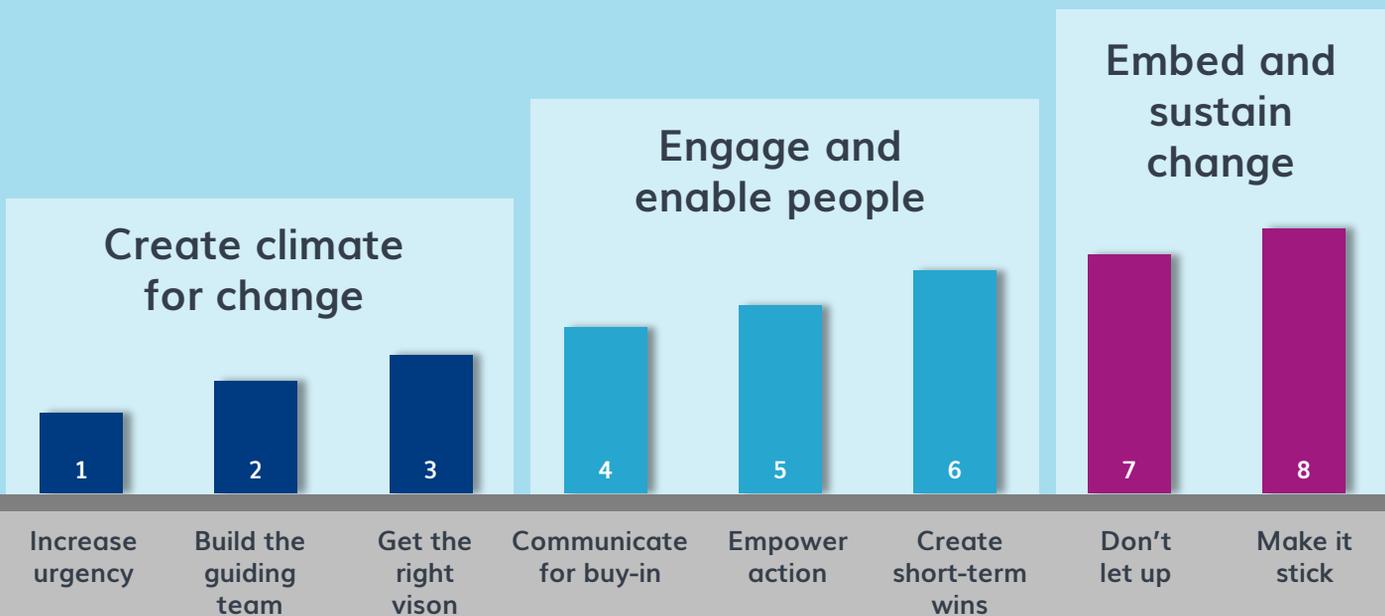
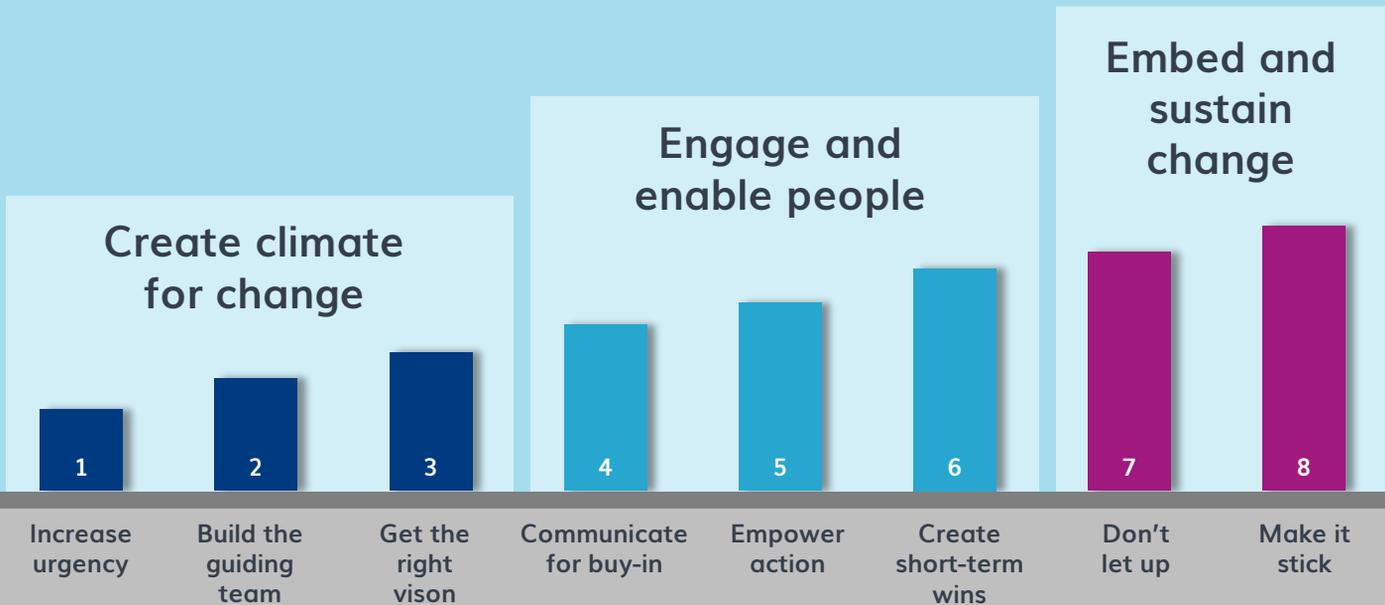


# Kotter's 8 step change model



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## 1. Establish a sense of urgency

Examine market and competitive realities

Identify and discussing challenges, potential crises or opportunities

## 2. Build the guiding coalition

Assemble a group with enough power to lead the change effort

Encourage the group to work together as a team

## 3. Develop a vision and a strategy

Create a vision to help direct the change effort

Encourage the group to work together as a team

## **4. Communicate for buy-in**

Use every vehicle possible to communicate the new vision and strategies

Teach new behaviours by the example of the guiding coalition (walking the talk)

## **5. Empower people to take action**

Remove obstacles to change

Overcome resistance

Change systems or structures that undermine the vision

Encourage risk taking and non-traditional ideas and activities

## **6. Create short-term wins**

Plan for visible performance improvements

Create those improvements

Recognise and rewarding employees involved in improvements

## **7. Consolidate gains and produce more change – don't let up**

Use increased credibility to change systems and structures that don't fit the vision

Reinvigorate the process with new projects, themes and change agents

## **8. Anchor new approaches in the culture – make it stick**

Articulate the connections between new behaviours and corporate success

Develop the means to ensure leadership development and succession