John Kotter's 8-STEP CHANGE MODEL

1. **Create a Sense of Urgency**
   A clear, powerful narrative that captures the need for change.

2. **Form a Powerful Coalition**
   A passionate, diverse group to carry the change through.

3. **Create an Inspired Vision**
   Develop a strategy to achieve goals.

4. **Communicate the Vision**
   Define and clearly communicate the change.

5. **Remove Obstacles**
   Enable others to define, plan, and carry out the change.

6. **Recognize Short-Term Wins**
   Focus on enabling and promoting short-term wins across the organization.

7. **Build on the Change**
   Keep momentum going and consolidate gains across the organization.

8. **Anchor Change**
   Integrate change into culture, systems, and process, and make it stick.