

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.