



## **Leading Change: A Look At The 8 Step Process**

John Kotter's 8-step Process is as follows:

1. Establish a sense of urgency
  - Examine market and competitive realities.
  - Identify and discuss crises, potential crises or opportunities.
  - Create the catalyst for change.
2. Form a powerful coalition
  - Assemble a group with enough power to lead the change effort.
  - Develop strategies for achieving that vision.
3. Create a Vision
  - Create a vision to help direct the change effort.
  - Develop strategies for achieving that vision.
4. Communicating the Vision
  - Using every channel and vehicle of communication possible to communicate the new vision and strategies.
  - The guiding coalition teaching new behaviors and leading by example.
5. Empowering others to act on the vision
  - Removing obstacles to change.
  - Changing systems or structures that seriously undermine the vision.
  - Encouraging risk taking and non-traditional ideas, activities and actions.
6. Planning for and creating short-term wins
  - Planning for visible performance improvement
  - Recognizing and rewarding employees involved in these improvements.
7. Consolidating improvements and producing still more change
  - Using increased credibility to change systems, structures and policies that don't fit the vision.
  - Hiring, promoting, and developing employees who can implement the vision.
  - Reinvigorating the processes with new projects, themes and change agents.
8. Institutionalizing new approaches
  - Creating the connections between new behaviors and corporate successes.
  - Developing channels to ensure Leadership development and succession.

Reference: Leading Change and Our Iceberg Is Melting! By John P. Kotter