

The 8 Step Process of Successful Change – Dr. John Kotter

30 years of research by leadership guru Dr. John Kotter have proven that 70% of all major change efforts in organizations fail.

Why do they fail? Because organizations often do not take the holistic approach required to see the change through.

However, by following the 8 Step Process outlined by Professor Kotter, organizations can avoid failure and become adept at change.

By improving their ability to change, organizations can increase their chances of success, both today and in the future. Without this ability to adapt continuously, organizations cannot thrive.

Dr. Kotter has proven over his years of research that following this 8 Step Process will help organizations succeed in an ever-changing world.

Step 1:

Acting With Urgency

- Examine market and competitive realities
- Identify and discuss crises, potential crises or major opportunities

Step 2:

Developing the Guiding Coalition

- Assemble a group with enough power to lead the change effort
- Encourage the group to work as a team

Step 3:

Developing a Change Vision

- Create a vision to help direct the change effort
- Develop strategies for achieving that vision

Step 4:

Communicating the Vision Buy-in

- Use every vehicle possible to communicate the new vision and strategies
- Teach new behaviors by the example of the Guiding Coalition

Step 5:

Empowering Broad-based Action

- Remove obstacles to change
- Change systems or structures that seriously undermine the vision
- Encourage the risk-taking and nontraditional ideas, activities, and actions

Step 6:

Generating Short-term Wins

- Plan for visible performance improvements
- Create those improvements
- Recognize and reward employees involved in the improvements

Step 7:

Don't Let Up

- Use increased credibility to change systems, structures and policies that don't fit the vision
- Hire, promote, and develop employees who can implement the vision
- Reinvigorate the process with new projects, themes, and change agents

Step 8:

Make Change Stick

- Articulate the connections between the new behaviors and organizational success
- Develop the means to ensure leadership development and succession

For more information on the 8 steps:

<http://www.kotterinternational.com/KotterPrinciples/ChangeSteps/Step1.aspx>