



Change management: Kotter's eight-step model

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Many executives struggle to implement change in their organisations. There are many recipe books for how to implement a change programme, and John Kotter's eight-step model is probably the most well-regarded.

When to use it

To implement a change in your organisation

Origins



What it is

Kotter's model has eight steps, which should be undertaken in the prescribed order:

Step 1: create urgency

Step 2: form a powerful coalition

Step 3: create a vision for change

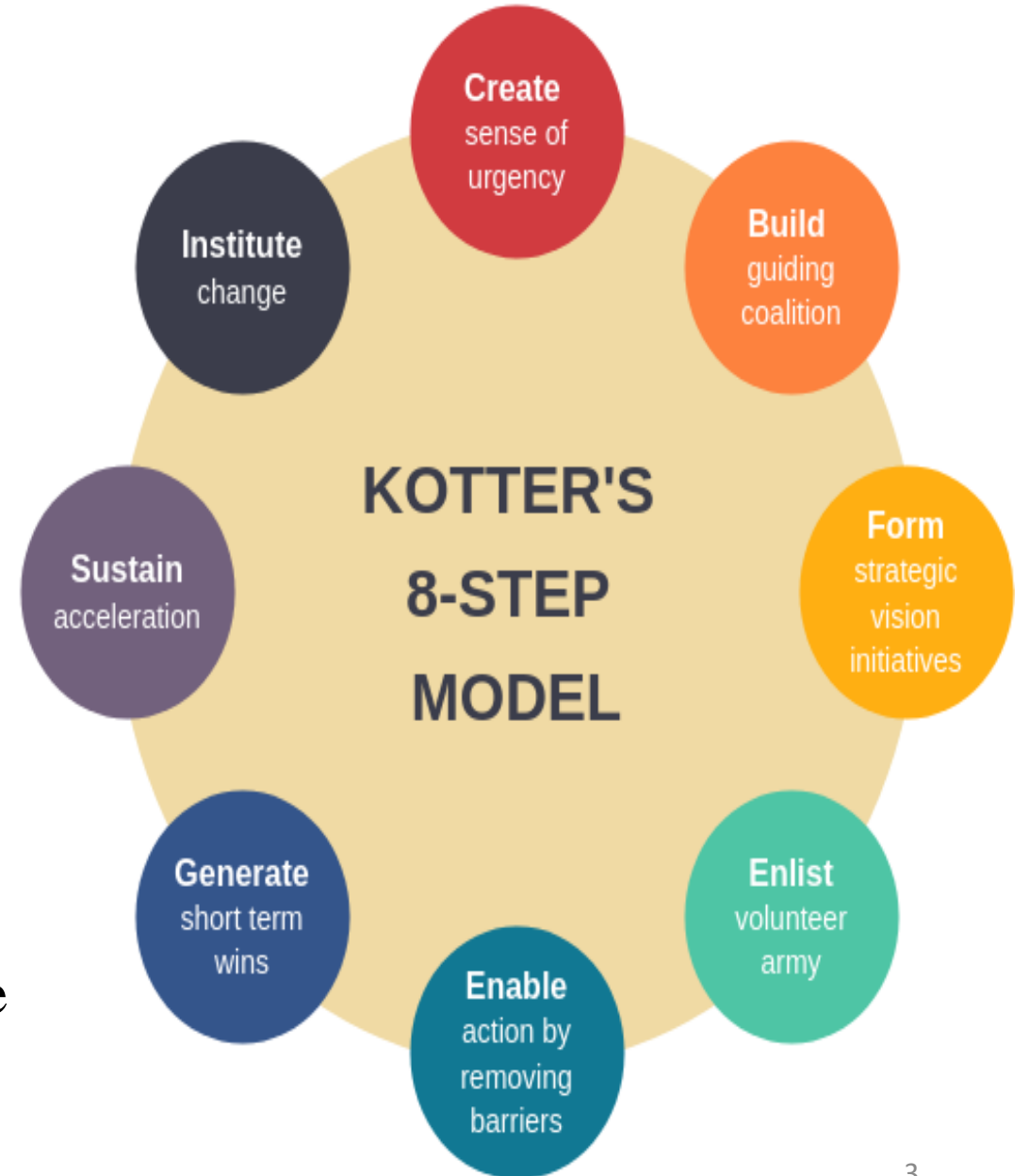
Step 4: communicate the vision

Step 5: remove obstacles

Step 6: create short-term wins

Step 7: build on the change

Step 8: anchor the changes in corporate culture

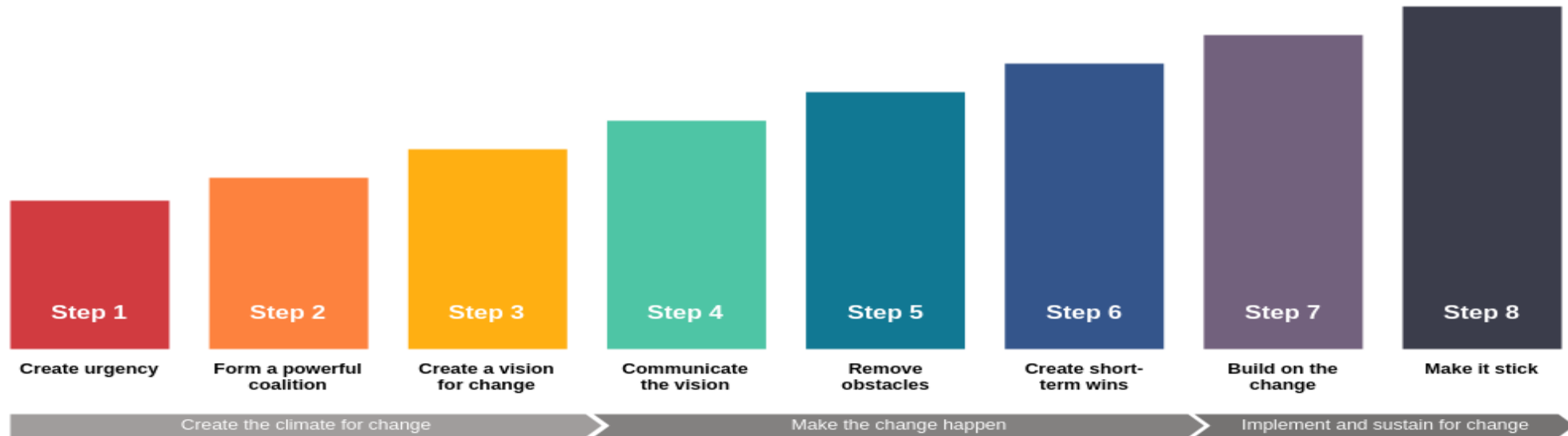


Top practical tip

Change management is all about people, and about making relatively small shifts in the way they behave.

Top pitfall

The Kotter model is very good for top-down change, where the top executives are motivated to change and have a well-informed view of where the organisation needs to go.





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