



KOTTER'S 8-STEP CHANGE MODEL



Step 1: Create a Sense of Urgency



Step 2: Build a Guiding Coalition



Step 3: Form a Strategic Vision and Initiatives



Step 4: Communicate the Vision



Step 5: Empower Employees to Act



Step 6: Generate Short-Term Wins



Step 7: Sustain Acceleration



Step 8: Anchor the Change in Organisational Culture