

Quick tutorial to understand Kotter's 8 steps

Over four decades, Dr. Kotter observed countless leaders and organizations as they were trying to transform or execute their strategies. He identified and extracted the common success factors and documented them as the 8 Steps for Leading Change.

A brief description of each of Kotter's 8 Steps of Change:

I. Create a Sense of Urgency:

To drive change, it is crucial to help others see the need for transformation. This involves highlighting potential threats and opportunities that make the status quo untenable, creating a compelling argument that immediate action is essential.

II. Build a Guiding Coalition:

A powerful coalition of leaders is essential to guide the change effort. This group should be diverse, influential, and committed, combining their expertise and energy to support and drive the change process.

III. Form a Strategic Vision and Initiatives:

Craft a clear vision that outlines what the future looks like after the change is implemented. Develop strategic initiatives to help achieve that vision, ensuring everyone understands the goals and the path forward.

IV. Enlist a Volunteer Army:

Change can only happen when a large number of people rally around it.

Enlist volunteers who are enthusiastic and motivated, and who will spread the message and drive momentum throughout the organization.

V. Enable Action by Removing Barriers:

Identify and remove obstacles that hinder progress. This might involve changing systems, structures, or policies that limit people's ability to act and innovate effectively.

VI. Generate Short-Term Wins:

Achieve and celebrate visible, significant victories early in the change process. Short-term wins validate the effort, build momentum, and reinforce the belief that the change is achievable.

VII. Sustain Acceleration:

After each win, analyze what went right and what can be improved. Use this momentum to tackle larger change initiatives. Keep the urgency up and build on the gains made to maintain momentum.

VIII. Institute Change:

Embed the changes deeply into the organization's culture to make them stick. Reinforce the new behaviors and success stories, ensuring the change becomes a lasting part of the organization's way of working.