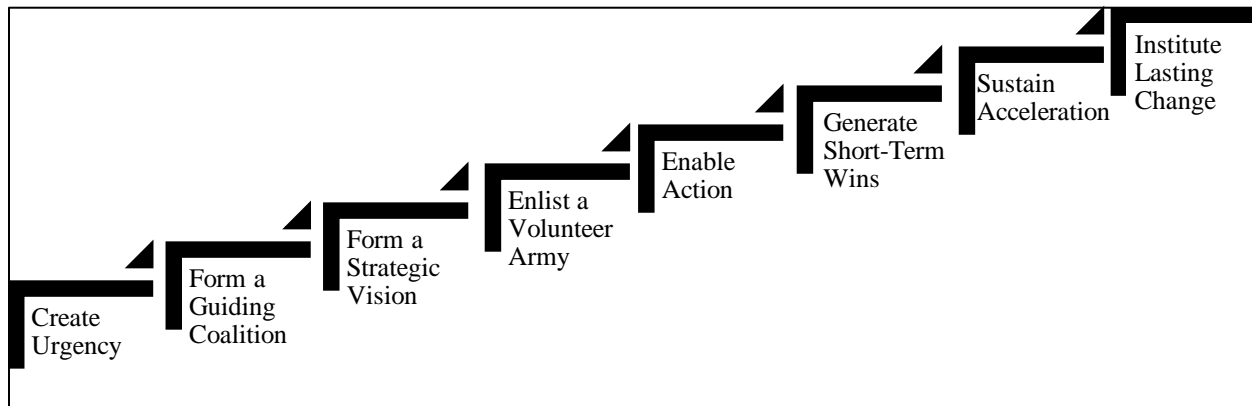


Kotter's 8-Step Change Model

Kotter's 8-step change model is an eight-step organizational change model (Kotter, 1996), the steps of which are shown below (and in Figure 2):

- Create urgency by making employees aware of the existing problem and possible solution.
- Form a powerful coalition with a wide range of skills.
- Form a strategic vision that is easy for all employees to understand.
- Enlist a volunteer army to communicate the vision.
- Enable action by removing obstacles.
- Generate short-term wins through rewards and short-term targets.
- Sustain acceleration by building upon changes.
- Institute lasting change by anchoring changes in organizational culture.



Primary Source: Kotter (1996).