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Kotter's 8-step model



Figure 1 / Change Management: Kotter's Eight Step Model

Leading Change (1996)	Accelerate (2014)
Respond to or affect episodic change in rigid, finite, and sequential (step by step) ways	Run the steps concurrently and continuously
Drive change with a small, powerful core group	Form a large volunteer army from up, down and across the organization to serve as the change engine
Function within a traditional hierarchy	Function in a network flexibly and agilely outside of, but in conjunction with, a traditional hierarchy
Focus on doing one new thing very well in a linear fashion over time	Operate as if strategy is a dynamic force by constantly seeking opportunities, identifying initiatives to capitalize on them, and completing them quickly and efficiently



**Make It Stick**

The 8<sup>th</sup> step outlined by the Dr. Kotter is a critical activity to make sure that the new changes that the organization has achieved are still continuing. This step anchors the change in the entire organizational culture. The senior leadership must anchor the change by analyzing the superiority of the new changes and their benefits to the organization. Senior leadership must work with the guiding coalition and other manager on the following:

- Identifying the norms and values that support the changes.
- Ensuring selection, promotion and succession processes according to the new norms and values of the organization.
- Modify the reward system aligned with the new norms and values of organization.
- Provide trainings and development activities to fulfill the skills and competencies associated with the changes.
- Modify and eliminate organizational processes and procedure that does not support the changes.

Strategies to stick the changes to the organizational daily processes and activities are as follows:

- Conduct a discussion program with the employees about the progress timely.
- Explain the importance of change ideals and values when hiring the people and conducting the trainings.
- Develop new policies and processes that reinforce the value of change.

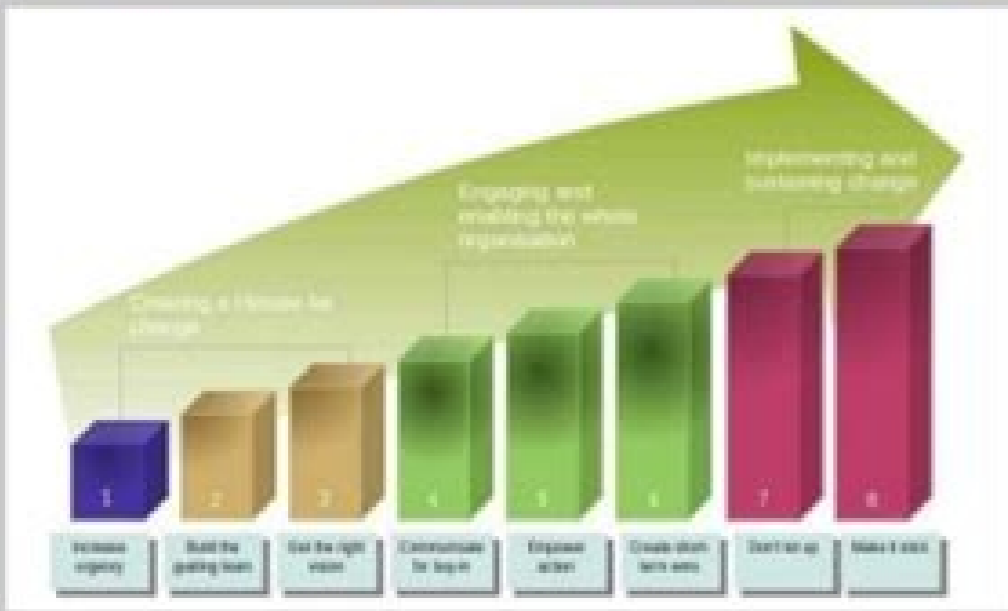
**Benefits of Kotter's model**

According to the Kotter's Change Model, companies have to convince the employees to tackle with the changes in order to survive in the market. Various team building methods must be conducted and all the processes that undergoes, must be aligned with the proper communication modes between the entities of the organization. Furthermore, the change vision must be developed and shared with the employees of the organization. Similarly, the skill developing techniques must be conducted to ensure that the employees are able to deal with the change activities. An entire change process must be divided into smaller parts to maintain the dedication of the employees to that change. Finally, these changes must be made permanent by fitting the change activities into the company's culture and practices.

Following are the benefits of the Kotter's 8 step change model:

- It is a step by step model, which is easy to follow.
- It does not focus on the change itself, but rather the acceptance and preparedness for the change, which makes the changes easier for the transition in the organizational culture.

## Step 4: Communicating the Change Vision



W John P. Kotter, Leading Change: How to Succeed in Turbulent Times, Harvard Business School Press, 1996. ISBN 0-85829-941-2. 402 pp., 2013.

We will contact you if necessary, establishing a sense of urgency 4. strategic planning, pressures on organizations to change will only increase in the coming decades. Page 2 What will it take to successfully take your organization to the xxi century? is co-founder of kotter international, a management implementation firm and change strategy that helps organizations to involve employees in a movement to boost change and achieve sustainable results. It reveals what has seen, heard, experienced and concluded in many years of working with companies to create a lasting transformation. 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