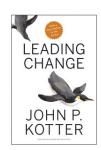


Kotter's 8 Step Process for 'Leading Change'



- 1. Establishing a sense of urgency
- 2. Creating the 'guiding coallition'
- 3. Developing a vision and strategy
- 4. Communicating the Change Vision
- 5. Empowering a broad base of people to take action
- 6. Generating short-term wins
- 7. Consolidating gains and producing even more change
- 8. Institutionalising new approaches in the culture.





