



Eight Step Change Model

Eight steps change model was developed by John P. Kotter. The implementation of changes in his presentation include the progressive implementation of the following eight steps:

- › **Step 1: Create urgency**
 - › Examine market and competitive environment
 - › Identify critical points, potential crises or major opportunities and discuss them
- › **Step 2: Form a powerful coalition**
 - › Create a group strong enough to manage change
 - › Make a group to work together as a team
- › **Step 3: Create a Vision for Change**
 - › Create a vision to help manage the change process
 - › Develop strategies to achieve the vision
- › **Step 4: Communicate the Vision**
 - › Use all available means to communicate continuously about new vision and strategies
 - › Leading coalition as a pattern of negotiations expected from employees
- › **Step 5: Remove Obstacles**
 - › Change systems or structures preventing the transformation
 - › Support risky decisions and non traditional ideas, activities and procedures
- › **Step 6: Create Short-term Wins**
 - › Plan visible performance improvements or “victory”
 - › Achieve these victories
 - › Visibly value and reward the people who contributed on the victory achievement
- › **Step 7: Build on the Change**
 - › Use growth of confidence to change all systems, structures and procedures that are not consistent and do not correspond to the transformation vision
 - › Hire, promote and educate people who have abilities to realize the transformation vision
 - › Revive processes with always new transformation projects, ideas, and components
- › **Step 8: Anchor the Changes in Corporate Culture**
 - › Achieve better results through customer-oriented behavior and increase the productivity, better leadership and effective management
 - › Highlight the connection between new patterns of behavior and business success
 - › Develop means ensuring the training of managers and the selection of suitable successors

Related terms and methods:

- › Change management methods
- › Four stages of change
- › Lewin's three-phase model of change
- › Organization Development
- › Severity of changes in the organization

Related management field:

- › [Change Management](#)