John Kotter 8 Step Change Process

CREATE
a sense of urgency
for change

DEVELOP
a strategy to bring
about change

ENABLE
Empower employees to take
action & remove obstacles

SUSTAIN
Capitalize on wins to
achieve bigger results

1 **2** **3** **4** **5** **6** **7** **8**

BUILD
a powerful
guiding coalition

COMMUNICATE
the vision and enlist a
volunteer army

GENERATE
Short term
goals & wins

ANCHOR
Ground the change
in corporate culture