Leading Change John Kotter MIndmap Creashock.be

CREATE SENSE OF URGENT

- CREATE a CRISIS
- ELIMINATE COMPANY EXCESSES
- SET TARGETS HIGH
- STOP MEASURING SUBUNIT PERFORMANCE
- SPREAD DATA of CUSTOMER SATISFACTION/FINANCIALS
- LET yr PEOPLE TALK TO UNSATISFIED CUSTOMERS
- MORE RELEVANT DATA & DISCUSSIONS IN MGT TEAM
- STOP THE HAPPY TALK
- BOMBARD PEOPLE wth FUTURE OPPORTUNITIES & THE ORG CURRENT INABILITY TO PERSUE THEM

CREATING the GUIDING COALITION

- FIND THE RIGHT PEOPLE
- CREATE TRUST
- DEVELOP a COMMON GOAL

DEVELOPING a VISION & STRATEGY

- FIRST DRAFT by INDIVIDUAL
- REVIEWED by GUIDING COALITION
- EFFECTIVE VISION

COMMUNICATING the CHANGE VISION

- COMMUNIATE ENOUGH & CONSISTENT
- KEEP IT SIMPLE
- USE METAPHOR & ANALOGY
- MULTIPLE FORUMS
- REPETITION
- LEADERSHIP by EXAMPLE
- EXPLANATION of SEEMING INCONSISTENCIES
- 2 WAY COMMUNICATION

EMPOWERING BROADBASED ACTION

- COMMUNICATE A SENSIBLE VISION
- MAKE STRUCTURE COMPATIBLE wth VISION
- PROVIDE TRAINING
- ALIGN INFORMATION & PERSONNEL SYSTEMS
- CONFRONT THOSE WHO UNDERCUT CHANGE

GENERATING SHORT TERM WINS

- PROVIDE EVIDENCE SACRIFICES ARE WORTH
- REWARD CHANGE AGENTS
- HELP FINETUNE VISION & STRATEGIES
- UNDERMINE CYNICS & SELF SERVING RESISTERS
- KEEP BOSSES ON BOARD
- BUILD MOMENTUM

CONSOLIDATING GAINS & MORE CHANGE

Consolidate.

- ATTACK ADDITIONAL & BIGGER CHANGE PROJECTS
- BRING ADDITIONAL PEOPLE IN TO REALIZE CHANGE
- SENIOR MGT TO KEEP URGENCY LEVEL UP
- IDENTIFY & ELIMINATE UNNESSARY INDEPENDENCIES

ANCHOR in CULTURE

- ALTERATIONS in NORMS & SHARED VALUES COME AT THE END of TRANSFORMATION PROCESS
- AFTER NEW APPROACHES PROVE to BETTER than OLD ONES
- REQUIRES A LOT OF TALK
- CHANGE CULTURE MIGHT REQUIRE TO CHANGE KEY PEOPLE
- CHANGE ALSO PROMOTION PROCESS in line with NEW CULTURE