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Grading for this assignment will be based on answer quality, logic / organization of the paper, and language skills, using the following rubric.

Points: 140	Assignment 3: Kotter Change Management Model			
Criteria	Unacceptable Below 70% F	Fair 70-79% C	Proficient 80-89% B	Exemplary 90-100% A
<p>1. Ascertain how each of the steps applies to your specific organization.</p> <p>Weight: 5%</p>	<p>Did not submit or incompletely ascertained how each of the steps applies to your specific organization.</p>	<p>Partially ascertained how each of the steps applies to your specific organization.</p>	<p>Satisfactorily ascertained how each of the steps applies to your specific organization.</p>	<p>Thoroughly ascertained how each of the steps applies to your specific organization.</p>
<p>2a. Develop a strategy that illustrates how you would address each of the eight (8) stages of change: establishing a sense of urgency.</p> <p>Weight: 10%</p>	<p>Did not submit or incompletely developed a strategy that illustrates how you would address each of the eight (8) stages of change: establishing a sense of urgency.</p>	<p>Partially developed a strategy that illustrates how you would address each of the eight (8) stages of change: establishing a sense of urgency.</p>	<p>Satisfactorily developed a strategy that illustrates how you would address each of the eight (8) stages of change: establishing a sense of urgency.</p>	<p>Thoroughly developed a strategy that illustrates how you would address each of the eight (8) stages of change: establishing a sense of urgency.</p>
<p>2b. Develop a strategy that illustrates how you would address each of the eight (8) stages of change: creating coalition.</p> <p>Weight: 10%</p>	<p>Did not submit or incompletely developed a strategy that illustrates how you would address each of the eight (8) stages of change: creating coalition.</p>	<p>Partially developed a strategy that illustrates how you would address each of the eight (8) stages of change: creating coalition.</p>	<p>Satisfactorily developed a strategy that illustrates how you would address each of the eight (8) stages of change: creating coalition.</p>	<p>Thoroughly developed a strategy that illustrates how you would address each of the eight (8) stages of change: creating coalition.</p>
<p>2c. Develop a strategy that illustrates how you would address each of the eight (8) stages of change: developing vision and strategy.</p> <p>Weight: 10%</p>	<p>Did not submit or incompletely developed a strategy that illustrates how you would address each of the eight (8) stages of change: developing vision and strategy.</p>	<p>Partially developed a strategy that illustrates how you would address each of the eight (8) stages of change: developing vision and strategy.</p>	<p>Satisfactorily developed a strategy that illustrates how you would address each of the eight (8) stages of change: developing vision and strategy.</p>	<p>Thoroughly developed a strategy that illustrates how you would address each of the eight (8) stages of change: developing vision and strategy.</p>
<p>2d. Develop a strategy that illustrates how you</p>	<p>Did not submit or incompletely</p>	<p>Partially developed a strategy that</p>	<p>Satisfactorily developed a</p>	<p>Thoroughly developed a</p>

Weight: 10%	stages of change: communicating the vision.	vision.	communicating the vision.	communicating the vision.
2e. Develop a strategy that illustrates how you would address each of the eight (8) stages of change: empowering broad-based action. Weight: 10%	Did not submit or incompletely developed a strategy that illustrates how you would address each of the eight (8) stages of change: empowering broad-based action.	Partially developed a strategy that illustrates how you would address each of the eight (8) stages of change: empowering broad-based action.	Satisfactorily developed a strategy that illustrates how you would address each of the eight (8) stages of change: empowering broad-based action.	Thoroughly developed a strategy that illustrates how you would address each of the eight (8) stages of change: empowering broad-based action.
2f. Develop a strategy that illustrates how you would address each of the eight (8) stages of change: generating short- term wins. Weight: 10%	Did not submit or incompletely developed a strategy that illustrates how you would address each of the eight (8) stages of change: generating short-term wins.	Partially developed a strategy that illustrates how you would address each of the eight (8) stages of change: generating short-term wins.	Satisfactorily developed a strategy that illustrates how you would address each of the eight (8) stages of change: generating short-term wins.	Thoroughly developed a strategy that illustrates how you would address each of the eight (8) stages of change: generating short-term wins.
2g. Develop a strategy that illustrates how you would address each of the eight (8) stages of change: consolidating gains and producing more change. Weight: 10%	Did not submit or incompletely developed a strategy that illustrates how you would address each of the eight (8) stages of change: consolidating gains and producing more change.	Partially developed a strategy that illustrates how you would address each of the eight (8) stages of change: consolidating gains and producing more change.	Satisfactorily developed a strategy that illustrates how you would address each of the eight (8) stages of change: consolidating gains and producing more change.	Thoroughly developed a strategy that illustrates how you would address each of the eight (8) stages of change: consolidating gains and producing more change.
2h. Develop a strategy that illustrates how you would address each of the eight (8) stages of change: anchoring new approaches into the culture. Weight: 10%	Did not submit or incompletely developed a strategy that illustrates how you would address each of the eight (8) stages of change: anchoring new approaches into the culture.	Partially developed a strategy that illustrates how you would address each of the eight (8) stages of change: anchoring new approaches into the culture.	Satisfactorily developed a strategy that illustrates how you would address each of the eight (8) stages of change: anchoring new approaches into the culture.	Thoroughly developed a strategy that illustrates how you would address each of the eight (8) stages of change: anchoring new approaches into the culture.
3. 4 References Weight: 5%	No references provided.	Does not meet the required number of references; some or all references poor	Meets number of required references; all references high quality choices	Exceeds number of required references; all references high quality choices

<p>in Presentation and writing mechanics</p> <p>Weight: 5%</p>	<p>present. Information is confusing and fails to include reasons and evidence that logically support ideas.</p>	<p>Information is partially clear with minimal reasons and evidence that logically support ideas.</p>	<p>Information is mostly clear and generally supported with reasons and evidence that logically support ideas.</p>	<p>Information is provided in a coherent, and consistent manner with reasons and evidence that logically support ideas.</p>
<p>5. Met formatting requirements, including one (1) page summary for presentation option.</p> <p>Weight: 5%</p>	<p>Did not submit or incompletely met formatting requirements, including one (1) page summary for presentation option.</p>	<p>Partially met formatting requirements, including one (1) page summary for presentation option.</p>	<p>Satisfactorily met formatting requirements, including one (1) page summary for presentation option.</p>	<p>Thoroughly met formatting requirements, including one (1) page summary for presentation option.</p>



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