

## ***Kotter's Eight-Step Change Model***

Kotter's Eight-Step Change Model is the most simple and commonly used way to form a strategic plan. The eight steps of this process are described as follows:

- 1) *Identify a need* by looking within the organization and determining what needs to be changed.
- 2) *Assemble a team* to lead and manage the change by identifying people within the organization who are best suited to improve the running of the company.
- 3) *Develop a change vision and strategy for achieving it* by finding out the best way to implement the changes within the company.
- 4) *Communicate the vision and strategy for change* by making the members of the change team role models and by making all employees aware of the company's new vision.
- 5) *Encourage innovation and remove obstacles* by always being open to change and not focusing on the past.
- 6) *Ensure short-term achievements* are frequent and obvious.
- 7) *Use successes to create opportunities* for improvement in the entire organization.
- 8) *Reinforce a culture of change* by promoting more improvement, better leadership, and more effective management.

### Reference

Kotter, J. P. (1996) *Leading change*. New York, NY: Harvard Business Review Press.