



Tool 7-1. John Kotter's Eight Stage Process

John P. Kotter

Based on Chapter 7, "Leading Change: A Conversation with John P. Kotter," in *The ASTD Leadership Handbook*, edited by Elaine Biech, © 2010 ASTD

Purpose: Follow this eight-step process to ensure an orderly change that considers all the steps in the change process.

1. Establish a sense of urgency.
2. Create the guiding coalition.
3. Develop a vision and strategy.
4. Communicate the vision.
5. Empower employees.
6. Generate short-term wins.
7. Consolidate gains and produce more change.
8. Anchor new approaches in the culture.