

April 2015

AMBASS

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Kotter's 8-Step Process for Leading Change

As I shared with you earlier, the Ambassadors have added a vital component to our mission and purpose. In addition to the acronym C.A.R.E. we will LEAD. Our standard of C.A.R.E. used to assure we had an impact on how you felt during and after your Chamber experiences. We still C.A.R.E. about that. Now, we also want to help everyone, through every touch, improve some aspect of their personal leadership. Our Chamber is now seen as a leader in the region, state, and country. Ambassadors will drive the expansion of that leadership throughout The Chamber.

In the spirit of growth and leadership development, please allow me to share Dr. Kotter's article on "Leading Change." Within these 8 steps you will find not only a way to lead change, you will find an affirmation of the key components of leadership.

Thirty years of research by leadership guru Dr. John Kotter have proven that 70% of all major change efforts in organizations fail. Why do they fail? Because organizations often do not take the holistic approach required to see the change through.

However, by following the 8-Step Process outlined by Dr. Kotter, organizations can avoid failure and become adept at change. By improving their ability to change, organizations can increase their chances of success, both today and in the future. Without this ability to adapt continuously, organizations cannot thrive.

Dr. Kotter has proven over his years of research that following "The 8-Step Process for Leading Change" will help organizations succeed in an ever-changing world.

Step 1: Establishing a Sense of Urgency - Help others see the need for change and they will be convinced of the importance of acting immediately.

Step 2: Creating the Guiding Coalition - Assemble a group with enough power to lead the change effort, and encourage the group to work as a team.

Step 3: Developing a Change Vision - Create a vision to help direct the change effort, and develop strategies for achieving that vision.

Step 4: Communicating the Vision for Buy-in - Make sure as many as possible understand and accept the vision and the strategy.

Step 5: Empowering Broad-based Action - Remove obstacles to change, change systems or structures that seriously undermine the vision, and encourage risk-taking and nontraditional ideas, activities, and actions.

Step 6: Generating Short-term Wins - Plan for achievements that can easily be made visible, follow-through with those achievements and recognize and reward employees who were involved.

Step 7: Never Letting Up - Use increased credibility to change systems, structures, and policies that don't fit the vision, also hire, promote, and develop employees who can implement the vision, and finally reinvigorate the process with new projects, themes, and change agents.

Step 8: Incorporating Changes into the Culture - Articulate the connections between the new behaviors and organizational success, and develop the means to ensure leadership development and succession.