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By outlining the
process every
organization must go
through to achieve its
goals, and by
identifying where and
how even top
performers derail
during the change
process, Kotter

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Change a practical resource for leaders and managers charged with making change initiatives work. Leading Change is widely recognized as his seminal work and is an important precursor to his newer ideas on acceleration published in Harvard

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a coalition of effective
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it,... Form a Strategic
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Leading Change is a
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still valuable and timely book that explores John Kotter ' s views on the essentials of leading organizational change, as informed by his experiences with numerous companies. His eight stage process of change leadership has been referenced in numerous

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textbooks, and has become a source of insight for many managers and companies desiring to change the way they meet their environment and competition.

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process every organization must go through to achieve its goals, and by identifying where and how even top performers derail during the change process, Kotter provides a practical resource for leaders and managers charged with making change initiatives

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work. Leading Change is widely recognized as his seminal work and is an important precursor to his newer ideas on acceleration published in Harvard Business Review.

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Change became a

best seller; it

advocates an eight-

step program for

organizational change

that was embraced by

executives around the

world. In this book,

the author also

outlines his vision for

the twenty-first

century organization.

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~~John Kotter Example~~
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Many originate with leadership and change management guru, John Kotter. A professor at Harvard Business School and world-renowned change expert, Kotter introduced his eight-step change process in his 1995 book, "Leading Change." In

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this article, video and infographic, we look at his eight steps for leading change, below.

~~Kotter's 8-Step
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Transformations often begin, and begin well, when an organization has a

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new head who is a good leader and who sees the need for a major change. If the renewal target is the entire company, the CEO...

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Kotter John P. Kotter

is the Konosuke
Matsushita Professor
of Leadership at the
Harvard Business
School in Boston,
Massachusetts. He is
the author of *The
New Rules: How to
Succeed in Today 's
Post-Corporate World*
(New York: Free
Press, 1995),
Corporate Culture

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A John Kotter leading change requirement is that a coalition of leaders should be created as a powerful force to move change in a positive direction and help sustain that sense of urgency. #3:

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Change Model | 2020
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John Paul Kotter is
the Konosuke
Matsushita Professor
of Leadership,
Emeritus, at the
Harvard Business
School, an author,
and the founder of
Kotter International, a

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management consulting firm based in Seattle and Boston. He is a thought leader in business, leadership, and change.

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John P. Kotter is internationally regarded as the foremost authority on

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Harvard professor John Kotter changed the way we first looked at “ change ”

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in organizations back in 1996. Known as the father of change management, Kotter ' s research developed an 8-step process to help leaders face the challenge of change. Now 16 years later, he has republished the book with updates.

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Author: Kotter ...~~

In *Leading Change*, Kotter identifies an eight-step process that every company must go through to achieve its goal, and shows where and how people—good people—often derail.

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