

# Kotter – 8 Steps for Change

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# Kotter Change Model

## 4 most common reasons people resist

1. Desire not to lose something of value
2. Misunderstanding of the change and its implications
3. Belief that change does not “make sense”
4. Low tolerance for change

## Three Change Models

### TEMPERED RADICALS

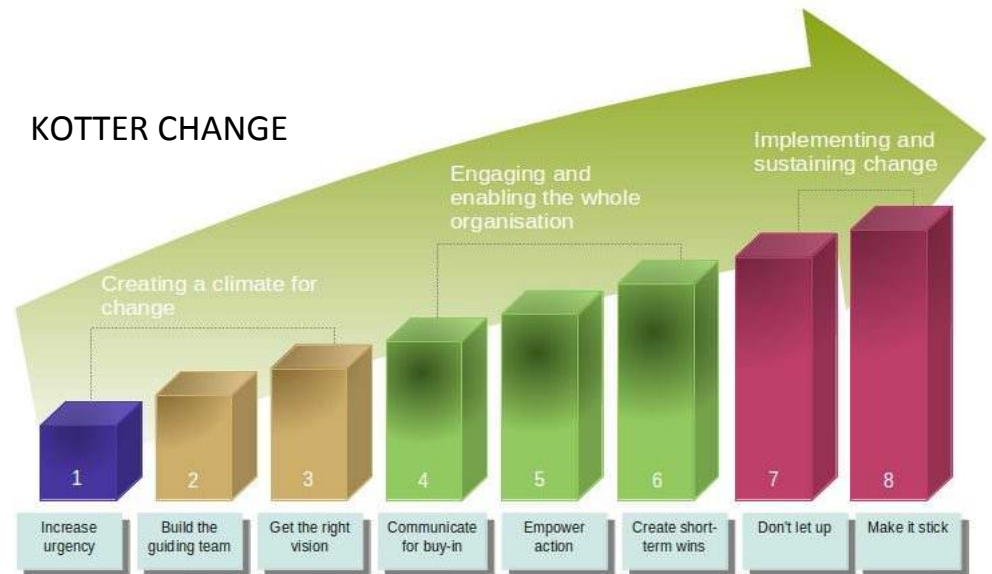
*“People who want to succeed in their organizations yet want to live by their values or identities, even if they are somehow at odds with the dominant culture of their organizations.”*

Debra Meyerson

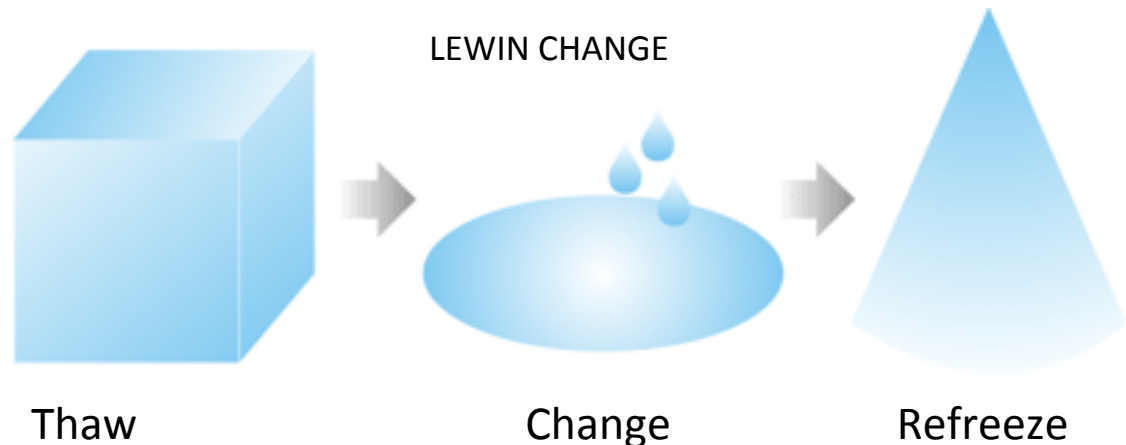
### TRAITS OF TEMPERED RADICALS

- Speak their truths, even when afraid
- Have strong support networks
- Take bias toward action, especially “small deviant actions”
- Have clarity about and focus on their most important goals
- Promote experimentation and deep conversations, by example and with their advocacy

### KOTTER CHANGE



### LEWIN CHANGE



# EXERCISE

Choose a model and share your thoughts about how this might work for you.

1. Where are you now in a particular change process?
2. What needs to happen next?
3. What are the roadblocks?
4. Who are your allies?