

# KOTTERS 8-STEP CHANGE MODEL FRAMEWORK

Implement & Sustain  
The Change

STEP 8  
Incorporate change into the culture

STEP 7  
Never let up

STEP 6  
Generate short-term wins

Engage & Enable The  
Whole Organization

STEP 5  
Empower broad-based action

STEP 4  
Communicate the vision for buy-in

Create a climate for  
change

STEP 3  
Develop a change vision

STEP 2  
Create the guiding coalition

STEP 1  
Establish a sense of urgency and purpose