

Question: Why does change fail?

- "Beehive" - Discuss with your neighbour for 2 minutes
- Share insights

Why does change fail (according to Kotter)?

- Allowing too much complacency (so people see no reason to change)
- Failing to create a sufficiently powerful guiding coalition (ever tried to change things on your own? (change needs leadership and power)
- Underestimating the power of vision (and not letting people know what you're trying to change to!)
- Under communicating the vision (communication needs to capture hearts and minds)

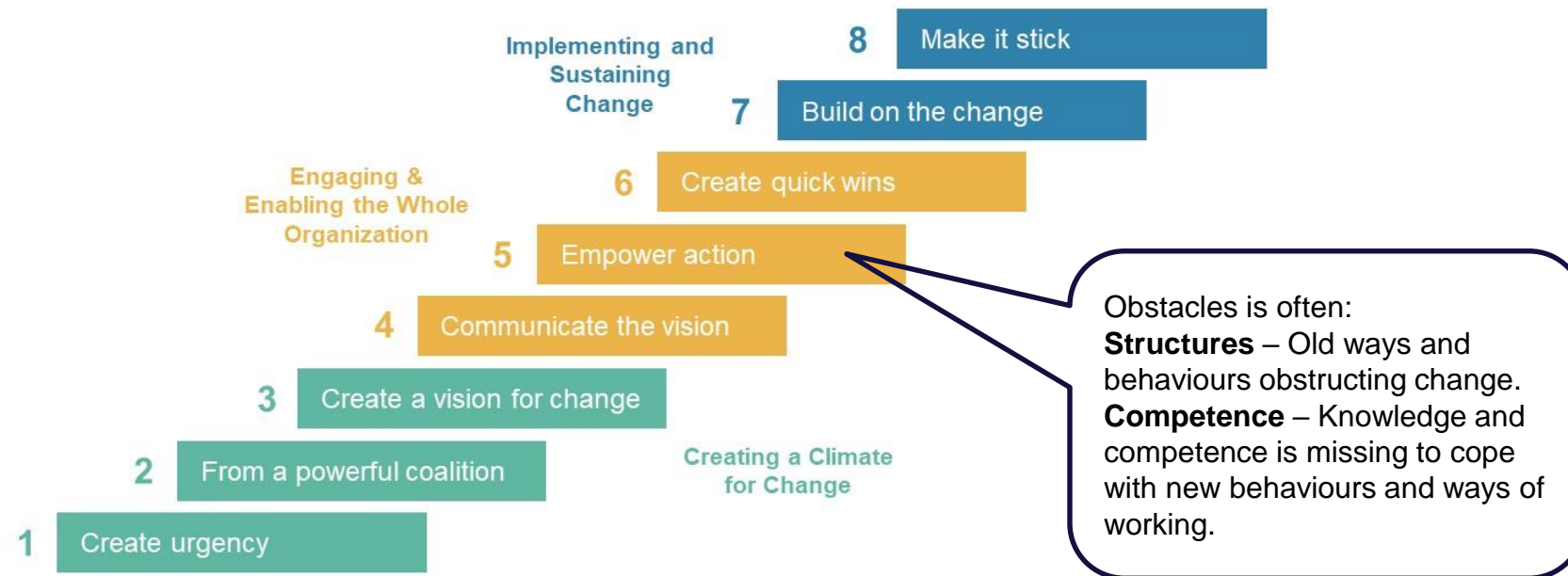
Why does change fail (according to Kotter)?

- Permitting obstacles to block the new vision (change isn't easy and normally encounters blockers)
- Failing to create short term wins (A bit like my gym routine, we want to see some results along the journey)
- Declaring victory too soon (Don't claim success and move onto the next thing at the first positive signs)
- Neglecting to anchor changes firmly in the corporate culture (to be successful, you have to make the change stick)

(Leading change, John P. Kotter)

When does change work (according to Kotter)?

8 Step Kotter Model of Change



Failure or success?

- When managing change failure is always a possibility
- But you never fail, do you – you learn.
- Change management is among other things a systematic way to learn while you change
- A little anecdote on driving...