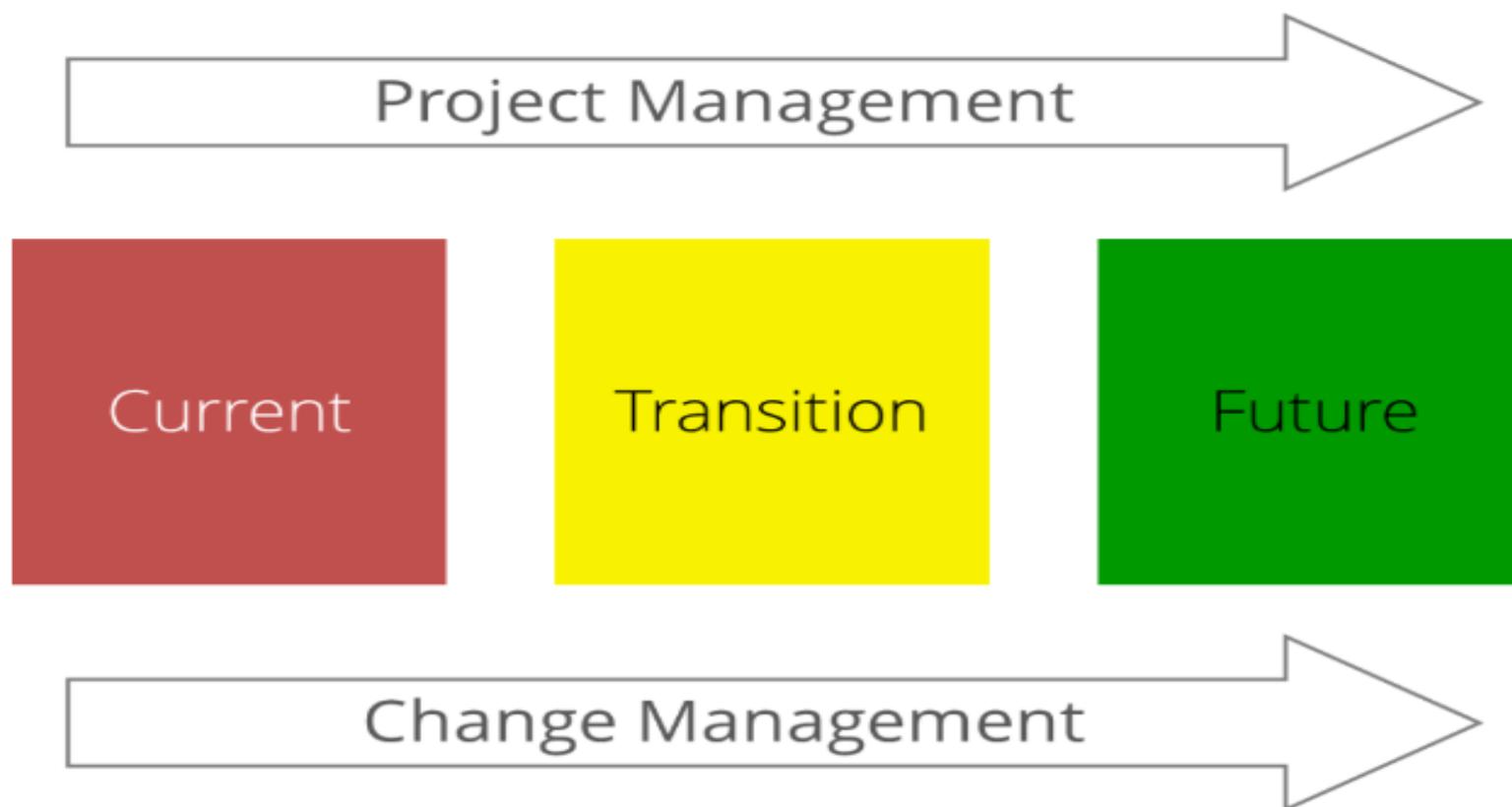


# Change management revisited



# "Kotters Eight Steps of Change"



■ Kotter, John P. and Cohen, Dan S. The Heart of Change. Boston: Harvard Business School Press

# Stairway of change

*Why and What*

1. Understand  
(information)

- Common understanding
- Facts and logic

2. Want to (motivation)

- Dialogue and anchoring
- What does the change mean?

3. Can do  
(competence)

- Training
- Education
- Ability

4. Do and learn (behaviour change)

- Celebrate success
- Give feedback
- Make use of the benefits