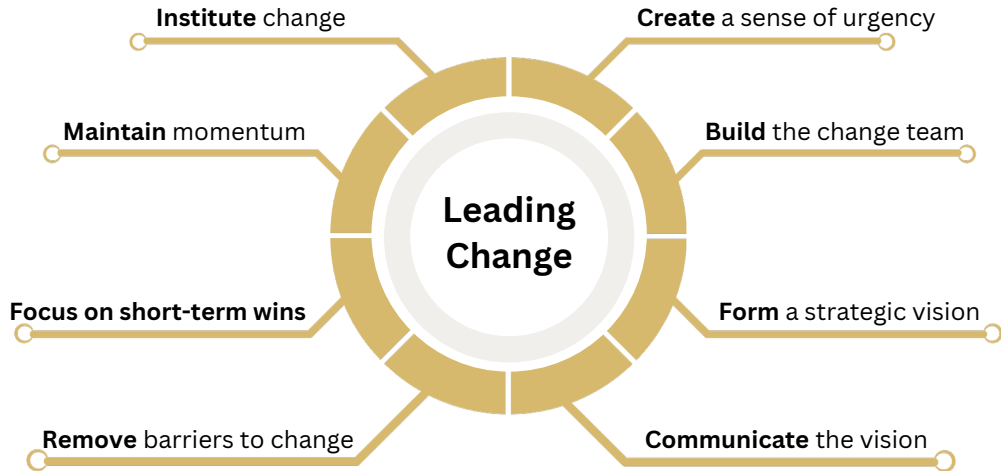


The 8 steps of Kotter's Process of Renewal and Transformation



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1. Create a sense of urgency

Not just when you have a burning platform. When your business is in a good shape, it is a great time to pivot for future growth and opportunity.

2. Build a guiding coalition

Get people involved who are passionate about people and the opportunity presented. People who want to create a better future. People you trust and who care.

3. Get your vision right

Excite people with a sense of where we are going. Seed your ideas at all levels of the organisation. Ask 'What do you think of this?' 'How do you think we can do.....?'

4. Communicate, Communicate, Communicate

Share your vision as often as you can (7 times in 7 different ways). The more you repeat it, the more the key messages are absorbed.

5. Empower for action

Reduce red tape/bureaucracy. Remove low value so people can focus on what matters most. Set direction - check understanding and get out of the way!

6. Create short term wins

Give people the 'evidence of change'. People need to see the 'boat being built'. Momentum matters. Success breeds success. Always have a quick win strategy.

7. The ability to keep going

Create reasons to keep going. Lead with gratitude and a praise, celebration and recognition culture. Seek feedback. 'Every time I deliver on an action, replace it with another action'.

8. Consolidate into the culture

Starts with who you recruit and how you induct people. Build an operating rhythm to support the culture you want. Send the positive messages and successes out to everyone - back to communicate, communicate, communicate.