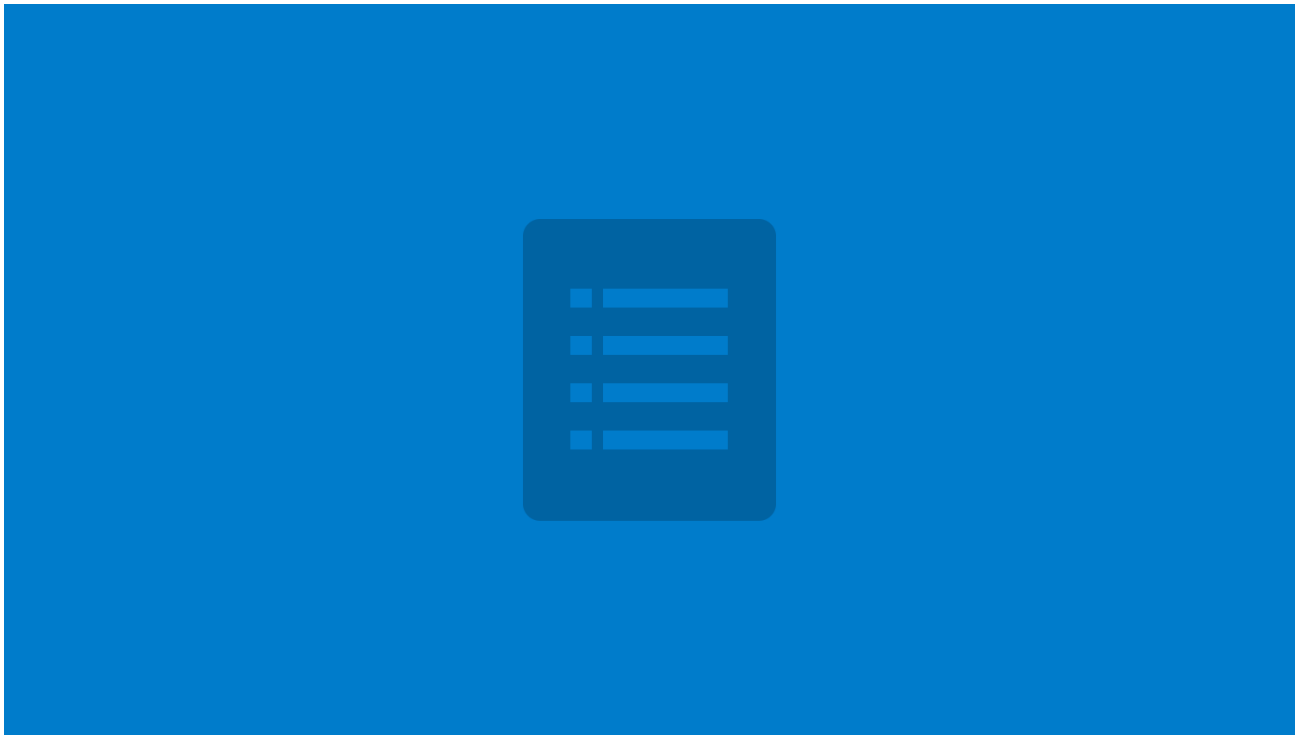
Eight Steps To Transforming Your Organization

Leaders who successfully transform businesses do eight things right (and they do them in the right order).



Establishing a Sense of urgency

- [ ] Examining marketing and Competitive realities
- [ ] Identifying and discussing crises, potential crises. or major opportunities

Forming a powerful Guiding Coalition

- [ ] Assembling a group with enough to lead the change effort
- [ ] Encouraging the group to work together as a team

Creating a Vision

- [ ] Creating a vision to help direct the change
- [ ] Developing Strategies fat that vision

Communicating the Vision

- [ ] Using every vehicle possible to communicate the new vision and Strategies
- [ ] Teaching new behaviors by the example of the guiding coalition

Empowering others to Act on the Vision

- [ ] Getting rid of obstacles to charge
- [ ] Changing systems or structures that seriously undermine the vision
- [ ] Encouraging risk taking nontraditional ideas. Activities, and actions

Planning for and Creating Short-TermWins

- [ ] Planning for visible performance improvement
- [ ] Creating those improvements
- [ ] Recognizing and rewarding employees involved in the improvements

Consolidating Improvements and Producing Still More Change

- [ ] Using increased credibility to change systems. structures. and policies that deft fit the vision
- [ ] Hiring, promoting, and developing employee who can implement the vision
- [ ] Reinvigorating the process with new projects, themes and change agents

Institutionalizing Now Approaches

- [ ] Articulating the connections between the new behaviors and corporate Success
- [ ] Developing the means to ensure leadership development and succession

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