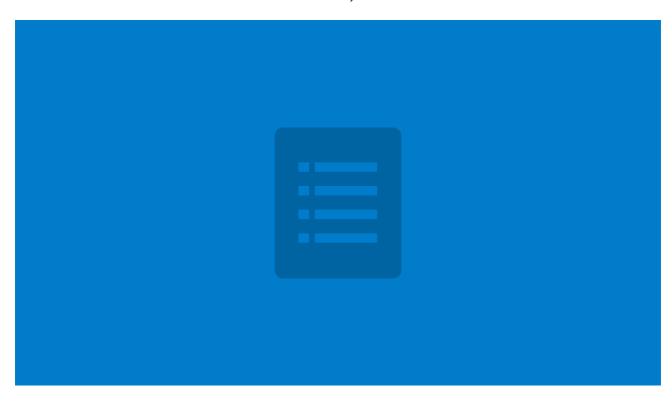
Eight Steps To Transforming Your Organization

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



Examining 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 Make and Share Free Checklists checkli.com