

# 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-Term Wins

- ☐ 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 don't fit the vision
- ☐ Hiring, promoting, and developing employee who can implement the vision
- ☐ Reinvigorating the process with new projects, themes and change agents

## Institutionalizing New Approaches

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

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