

Kotter's eight phases of change

Kotter's eight phases of change is a systematic approach to achieving successful, sustainable change by breaking down the change process into eight phases.

Kotter stresses the importance of conducting all eight phases as described below.

In his research, JP Kotter (1990) found that the most common mistakes made during change processes was:

- Complacency,
- Failing to create a coalition,
- Underestimating the need for a clear vision,
- Failing to communicate the vision clearly,
- Permitting road blocks,
- Failing to create short term wins,
- Declaring victory to soon,
- And not anchoring the changes in the corporate culture.

