

# THE CHANGE MANAGEMENT PROCESS

ACTION STEPS FOR INTERNAL CHANGE, IMPLEMENTATION & INTEGRATION

| CHANGE PHASES                                                                           | LEWIN'S 3 CHANGE STEPS                                                                              | KOTTER'S 8 STEPS TO CHANGE                        |
|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|---------------------------------------------------|
| <b>PHASE 0 - ANALYZE</b><br><i>Change drivers &amp; barriers</i>                        | -                                                                                                   | -                                                 |
| <b>PHASE 1 - PREPARE</b><br><i>Create climate for change</i>                            | <b>UNFREEZE</b>  | 1. Create a sense of urgency                      |
|                                                                                         |                                                                                                     | 2. Build a strong coalition                       |
| <b>PHASE 2 – IMPLEMENT</b><br><i>Engage &amp; enable change within the organisation</i> | <b>CHANGE</b>   | 3. Form a strategic vision                        |
|                                                                                         |                                                                                                     | 4. Communicate the vision                         |
|                                                                                         |                                                                                                     | 5. Empower others to act on the vision*           |
|                                                                                         |                                                                                                     | 6. Generate short-term wins                       |
| <b>PHASE 3 – INTEGRATE</b><br><i>Consolidate &amp; sustain change</i>                   | <b>FREEZE</b>  | 7. Consolidate improvement / Sustain acceleration |
|                                                                                         |                                                                                                     | 8. Institute change                               |

\*Enlist a volunteer army + enable action by removing barriers & more..

