

THE CHANGE MANAGEMENT PROCESS

ACTION STEPS FOR INTERNAL CHANGE, IMPLEMENTATION & INTEGRATION

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

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

