

THE CHANGE MANAGEMENT PROCESS

ACTION STEPS FOR INTERNAL CHANGE, IMPLEMENTATION & INTEGRATION

Culture shapes work practices –
and new work practices shape a new culture

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..

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