

## Leading Change Why Transformation Efforts Fail

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Why do so many transformation efforts produce only middling results? One overarching reason is that leaders typically fail to acknowledge that large-scale change can take years.

### Leading Change: Why Transformation Efforts Fail

Known as the father of change management, Kotter's research developed an 8-step process to help leaders face the challenge of change. Now 16 years later, he has republished the book with updates. Still, it's worth checking out because most leaders have no change methodology when they introduce change efforts, and most change efforts (70%) fail!

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trenches of the business. Thus, leading change is both absolutely essential and incredibly difficult. ... 9/17/13 Leading Change: Why Transformation Efforts Fail - Harvard Business Review ... 9/17/13 Leading Change: Why Transformation Efforts Fail - Harvard Business Review ...

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Change managers do not only need to explain what they are doing, the need to persuade others into implementing improvements themselves. Continue to: Gung Ho! - K. Blanchard & S. Bowles (summary) REFERENCES: Kotter, J., 1996, Leading Change - Why Transformation Efforts Fail, USA: Harvard Business School Press.

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FROM THE HARVARD BUSINESS REVIEW OnPoint - leading for change

John P. Kotter is renowned for his work on leading organizational change. In 1995, when this article was first published, he had just completed a ten-year study of more than 100 companies that ...

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Professor John Kotter (1995) claimed in Leading change: Why transformation efforts fail to have identified eight leadership errors which resulted in transformation failures. He followed this up in 1996 with his best-selling book Leading Change, prescribing an eight-step model for leading transformations encouraging change leaders to create a sense of urgency, build powerful guiding coalitions ...

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MARCH-APRIL 1995 Presented by: Javed JavedSarwar@live.com 2. ABOUT AUTHOR John P. Kotter is the Konosuke Matsushita Professor of Leadership (retired) at Harvard Business School in Boston.

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Kotter, J. P. (1995) Leading Change Why Transformation Efforts Fail. Harvard Business Review, 73, 59-67.

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