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1. Create A Sense Of Urgency About The Need For Change Successful Engagement Of Management To Support The Change Being Essential, He Recommends Promoting A Sense Of Urgency For Change To Occur Through The Use Of Strategic Planning Tools And Testing The Results With Authoritative Sources And Stakeholders. 2. Form A Guiding Coalition May 2th, 2024

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Step Six: Create Short-term Wins Nothing Motivates More Than Success. Give Your Company A Taste Of Victory Early In The Change Process. Within A Short Time Frame (this Could Be A Month Or A Year, Depending On The Type Of Change), You'll Want To Have Results That Your Staff Can See. Withou
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Kotter's Change Model

Sense Of Urgency Establishing A Sense Of Urgency Is

Crucial To Gaining Needed Cooperation. If Complacency Is High, Transformations Usually Go Nowhere Because Few People Are Even Interested In Working On The Change Problem. If Urgency Is Low, It's Difficult To Put Jan 10th, 2024

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Kotter's (1995) Model Of Change What You Can Do: • Identify The True Leaders In Your Organization. • Ask For An Emotional Commitment From These Key People. • Work On Team Building Within Your Change Coalition. • Check Your Team For Weak Areas, And Ensure That You Have A Good Mix Of People From Different Departments And Different Levels Within Your Company. May 12th, 2024

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