

# Three Change Management Frameworks for Transformation

## Create a Change Plan (Kotter's 8 Steps of Change)

- Create **urgency**
- Build a **guiding coalition**
- Form **strategic vision**
- Communicate and **inspire an army**
- Remove **barriers**
- Generate **short term wins**
- Sustain **momentum with larger initiatives**
- Embed **change**

## Build Reinforcing Systems (Salesforce.com Levers Model)

- **Leadership:** Formal & Informal Leaders
- **Stakeholders:** Inside & Outside the Organizations
- **Values:** Intrinsic Motivators
- **Rewards:** Incentives & Performance Management
- **Enablement:** Knowledge, Skills, Data & Tools
- **Structure:** Technology, Policies, Procedures, & Processes

## Change Hearts and Minds (ProSci ADKAR)

- **Awareness:** Communicate reasons for change
- **Desire:** Address individual motivations
- **Knowledge:** Develop training and learning opportunities
- **Ability:** Provide coaching, remove barriers and create practice opportunities
- **Reinforcement:** Reward successful change, measure progress, and build ongoing support