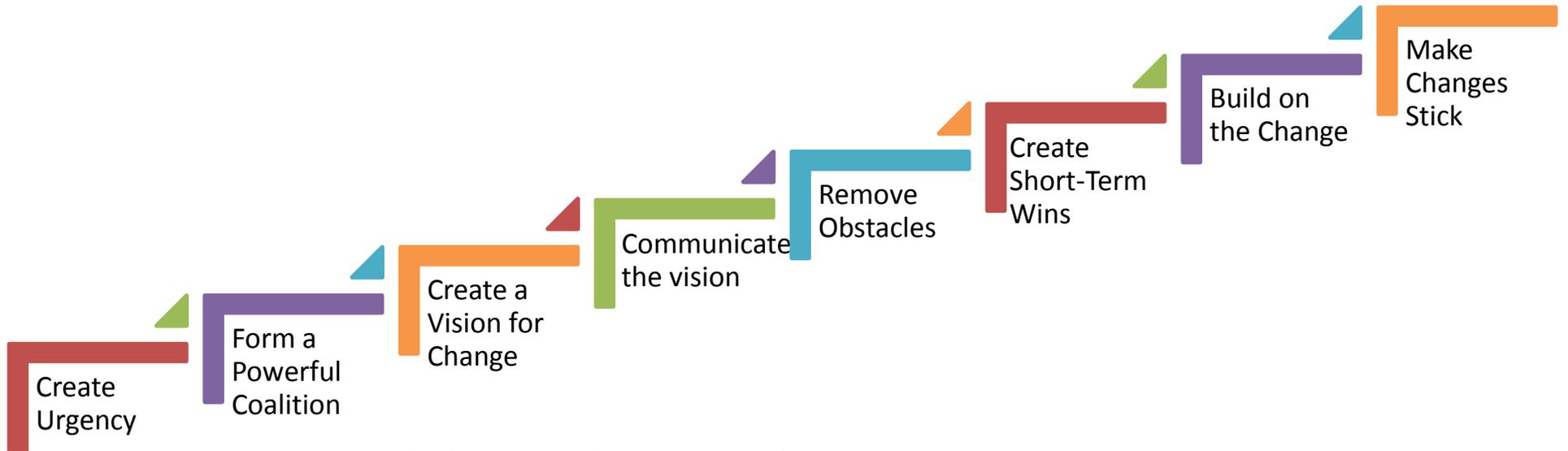


JOHN KOTTER'S CHANGE MODEL



An explanation for each step is on the reverse side

Step-by-Step Explanation of John Kotter's Change Model

1. **Create Urgency:** Identify potential threats and develop scenarios showing what could happen in the future. Examine opportunities that should be or could be exploited. Start honest discussions. Give dynamic and convincing reasons to get people talking. Request support from consumers, outside stakeholders to strengthen your argument.
2. **Form a Powerful Coalition:** Identify true leaders in organization as well as key stakeholders. These are your trauma-informed champions! Ask for emotional commitment, work on team building and check for weak areas. It is important to have a good mix of people.
3. **Create a Vision for Change:** Determine the values that are central to the change. Develop a short summary (one-two sentences) that captures what you “see” as the future for the organization. Create a strategy to execute the vision. Ensure your change coalition can describe the vision in five minutes or less.
4. **Communicate the Vision:** Talk about it often! Address peoples’ concerns, anxieties openly and honestly. Apply your vision to all aspects of operations - tie everything back to the vision. Lead by example!
5. **Remove Obstacles:** Identify or hire change leaders whose main role is to deliver the change. Recognize and reward people for making the change happen. Identify any processes or structures that are getting in the way. Take action quickly to remove barriers - human or otherwise.
6. **Create Short-Term Wins:** Look for sure - fire projects you can implement without help from any strong critics for the change. Create short-term action steps that are observable and meaningful.
7. **Build on the Change:** After every win, analyze what went right and what needs improving. Set goals and continue building on the momentum. Keep ideas fresh by bringing in new trauma-informed champions for your coalition.
8. **Make Changes Stick:** Talk about progress every chance you get. Tell success stories. Always ask: “What are ways we can maintain our momentum and keep moving forward?” Change performance expectations and documentation requirements. Use data to provide continuous feedback. Include change ideals and values when hiring new staff.