

Change Leadership

John Kotter's Eight Step Process of effective change

Change is a constant. It always has been and change is accelerating almost exponentially in today's ever faster business world. Any organisation not involved in an almost continuous process of change is just standing still as a prelude to sliding backwards. And yet, in excess of 85% of change programmes fail to meet their objectives – resulting in frustration, huge costs, commercial decline and damaged staff morale.

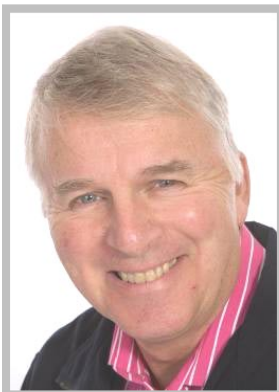
John Kotter's bestselling fable of "Our Iceberg is Melting" takes the axiom of 'stories sell; facts tell' and blends them together in an engaging tale that brings life, understanding, simplicity and sanity to what are frequently daunting and complex challenges.

Through the medium of the fable and interactive exercises groups will work through the 8 Step Process on their own change issue. They will learn the importance of

- Creating a sense of Urgency':
- Pulling together a Change Coalition:
- Developing a Vision and Strategy:
- Communicating the Change Vision:
- Empowering Employees for action:
- Generating short term wins:
- Consolidating Gains
- Anchoring New Culture.

They will learn the differences between 'panic urgency' and 'real urgency' and the action they, as leaders, must take to live the change process. How they cannot do it alone and how they need to involve *all* levels of their organisation. How "See- Feel- Change" prevails over "Analyse- Think- Change."

Chris Hughes



Chris has 30 years of widespread business experience, having held Director marketing positions with companies such as Mars and Pillsbury UK. Combining his love and involvement with matters sporting with his business experience lead Chris to start up Prince Sports Goods in the UK. This business he ran for 10 years before selling to Benetton and striking out on his own.

Since 1995 Chris has undertaken a wide range of consultancy and interim management projects across most parts of the business spectrum.

Chris combines a blue chip business background with both an understanding and knowledge of coaching and mentoring practices and principles and an empathic approach to people. This, he holds, is born both of a real interest in people and their potential, and hard won understanding that businesses prosper only when they recognise the importance people play in developing their business - and act accordingly.