

Applying Kotter's Model to Delivering Institutional Change

Remember you are trying to help your audience, whoever they may be, to overcome the obstacles of their own "change curve", each persons will be unique but as a collective the pattern is likely to be same or similar.

Step	Ideas	Actions taken (your own project)
1. Create urgency	Research is critical, demonstrate through the use of data a problem exists and there is a moral imperative to solve it!	
2. Create a coalition	Build a team of initially likeminded individuals to help. Diversity is important so include SLT through to NQT's.	
3. Develop a vision and strategy	Working together find a solution to the problems discovered. Explore many different ideas and hone in on the best. Use evidence based practice!	
4. Communicate the vision	Speak with others! You will gain ideas as well as refine your own. Explain steps 1 and 3 to your audience.	
5. Empower action	Enable others to follow with you. Help them to act by giving them the technical know-how to solve the problems at hand.	
6. Get quick wins	Find short term opportunities to detail small successes and celebrate them. Everyone likes to know they are doing a great job!	
7. Leverage wins to drive change	Spring board from the short term and relatively easy jobs into the meat of the problem. Continue to empower and reflect	
8. Embed in culture	Leave your little project well alone, if you have been a successful gardener it will shoot up in surprising new places!	