

• Source: Strativity and Harvard Business Review: *Business Change: From Disruptor to Differentiator*. 2019

Kurt Lewin

John Kotter

Prosci

Unfreeze

Create Urgency

Prepare Approach

Form a Powerful Coalition

Create a Vision for Change

Communicate the Vision

Change

Remove Obstacles

Manage Change

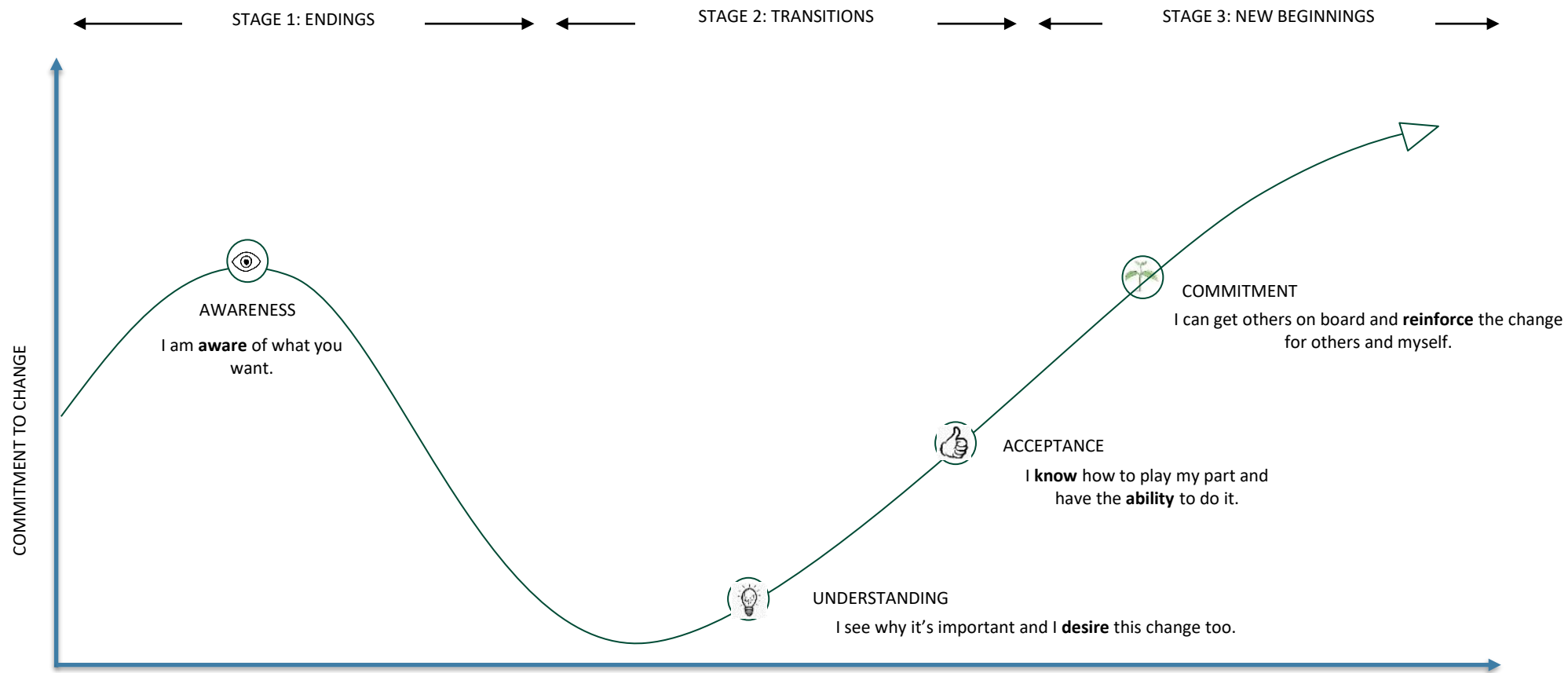
Create Short-Term Wins

Build on the Change

Sustain Outcomes

Re-freeze

Anchor the Change in Corporate Culture



COMMUNICATE

WATCH, LISTEN & SUPPORT

GIVE TIME TO EXPLORE & TEST

CELEBRATE

AWARENESS

DESIRE

KNOWLEDGE

ABILITY

REINFORCEMENT

