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Change Client Conversations

Based on John P. Kotter's time-tested, eight-step model for leading large scale organizational change*, use the table below as a guide for engaging a client in conversations about successfully transforming their organization. The table also lists relevant LWK Consulting change coaching services applicable to each step.

	Change Leadership Step	Client Conversation Points	LWK Change Coaching Services
1	Create a sense of urgency	Internal and external drivers for the organization's coming changes. The levels of complacency (comfort with the status quo) across the organization's leadership roles. Crises and/or opportunities facing the organization in the coming months/years.	Due Diligence Program Management
2	Build a guiding coalition	The numbers and levels of change agents across the organization. The organization's power and decision making structures. The organization's culture for dealing with change.	Journey Management
3	Get the vision right	The relative success of past organizational change efforts. Existing vision/strategy development/deployment structures/processes. The current level of shared clarity of commonly understood change objectives.	Stakeholder Analysis
4	Communicate for buy-in	In-place structures for cross-organization communications. Current internal/external communication vehicles/methods. The effectiveness of leaders communicating past organizational changes.	Communications Management
5	Empower action	Formal structures in place that may inadvertently inhibit change. Current training development/delivery mechanisms. How the organization deals with managers unwilling to change.	Process Development Training Management
6	Create short-term wins	The organization's appetite for and tolerance of failure. The timeline for the change program. In-place mechanisms for recognizing/rewarding teams/individuals.	Change Enablement Performance Management
7	Keep at it	How the organization keeps change objectives top-of-mind. The organization's methods for dealing with change resisters.	Team Development Risk Management
8	Make change stick	How past change efforts have been measured. The correlation between change success and business success. The consistency/turnover of change leadership roles/positions.	Change Measurement

* See Kotter International.

Let's talk about organizational change coaching. Click the phone.