

John Kotter's Eight Errors

	Areas for you to consider
1. Not establishing a great enough sense of urgency	
2. Not creating a powerful enough guiding coalition	
3. Lacking a vision	
4. Under-communicating the vision by a factor of ten	
5. Not removing obstacles to the new vision	
6. Not systematically planning for and creating short-term wins	
7. Declaring victory too soon	
8. Not anchoring changes in the corporation's culture	