

Kotter

rapid
LEADING CHANGE

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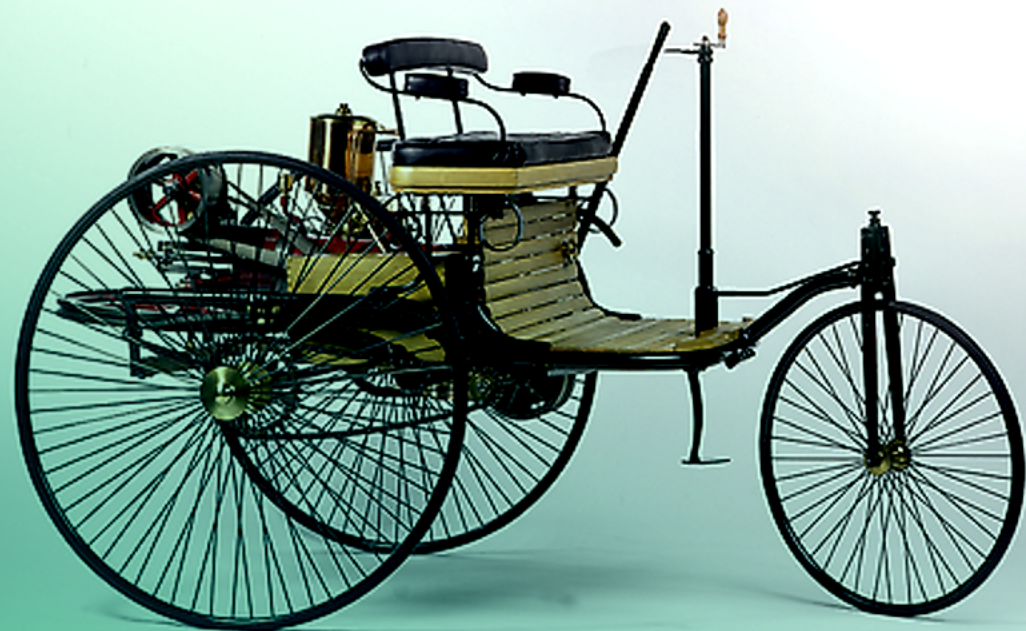
A COMMUNITY OF LEADERS

RUSSELL RAATH | PRESIDENT, KOTTER





BENZ PATENT MOTOR CAR, MODEL NO. 1



15:43



MODE

SETUP
ENTER

TUNE >

<SELECT

SEEK >

<TRACK



104.50 MHz

87.50 | 93.10 | 98.10 | 105.10 | 107.90 | 108.00



PWR

VOL+

VOL-



D

MODE
HOLD



1886

2016

130 YEARS



THE
new
ACCESS BADGE

0002

SECURITY PASS



130 YEARS



1 WEEK

CHANGE ADAPTABILITY FRAMEWORK

1

We become accustomed to doing things a certain way.

2

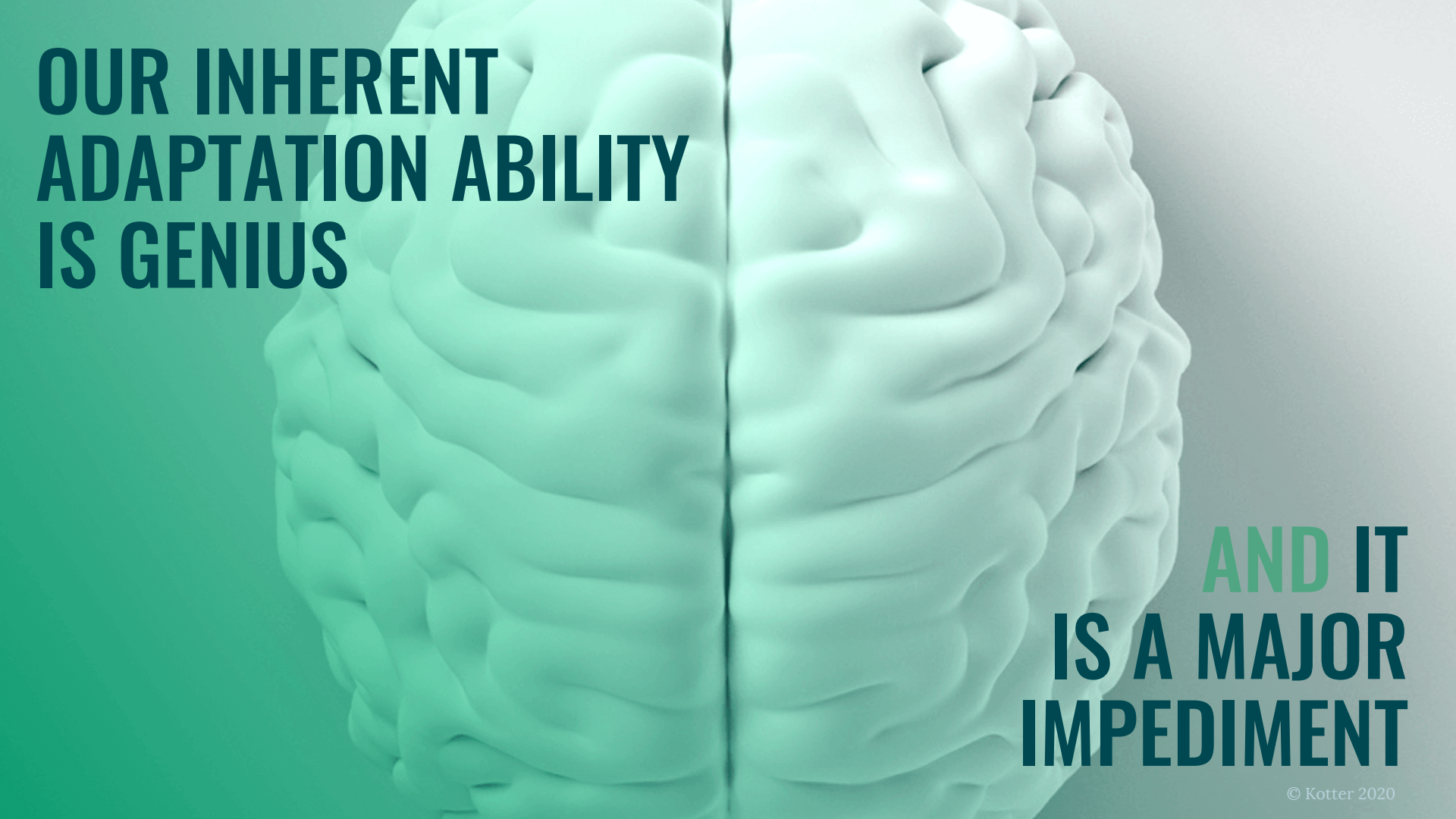
The environment around us gradually changes, and –

3

We adapt, often unconsciously and subconsciously...

4

Until the changes we experience outpace our ability to adapt!



**OUR INHERENT
ADAPTATION ABILITY
IS GENIUS**

**AND IT
IS A MAJOR
IMPEDIMENT**

**AS A PERCENTAGE,
THE BRAIN
CONSTITUTES**

<< _____ % >>

**OF THE TOTAL MASS
OF THE BODY**



**OF ALL THE ENERGY
CONSUMED BY
THE BODY, THE
BRAIN CONSUMES**

<< _____ % >>



- **EFFICIENCY**
- **PREDICTABILITY**
- **ROUTINES**
- **HARDWIRED HABITS**
- **PROCESSES**



TACTICS FOR LEADING *rapid* CHANGE

PREDICTABILITY

- Be a leader. Provide information – negate anxiety and fear.
- Run the business – or declare what will be different. Indecision is fatal. Manage it.
- Celebrate progress – when you accomplish something, notice it.

CONTROL

- Take control of what you can control. Be a leader.
- Invite participation – the doctors and the nurses.
- Make changes fast – the Domino's Pizza level of responsiveness to change.

ASPIRATION

- What are you doing this for? What is the end game?
- To mobilize massive action on a grand scale, you need a grand ambition.
- Lead your team. What drives you? What drives others?



A FORMIDABLE CHANGE POWER

ORGANIZATION IMPACT *framework*

- Strategic / investment decisions
- New market plays
- Hiring decisions
- Alliance / partnering decisions

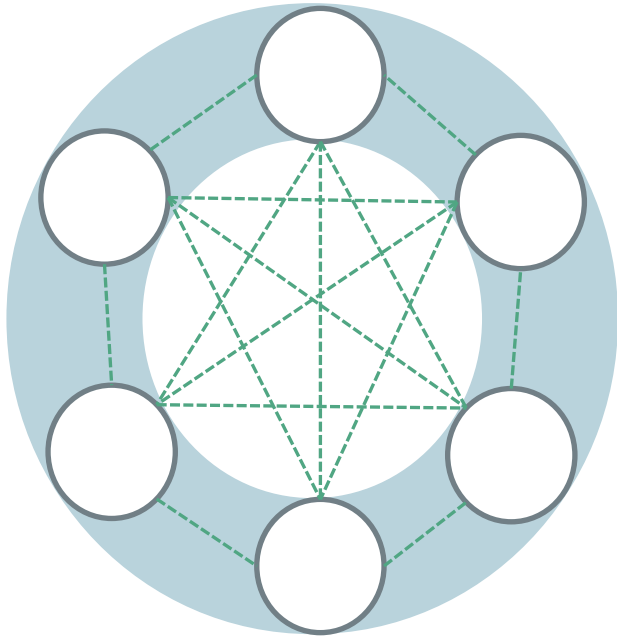


Manager



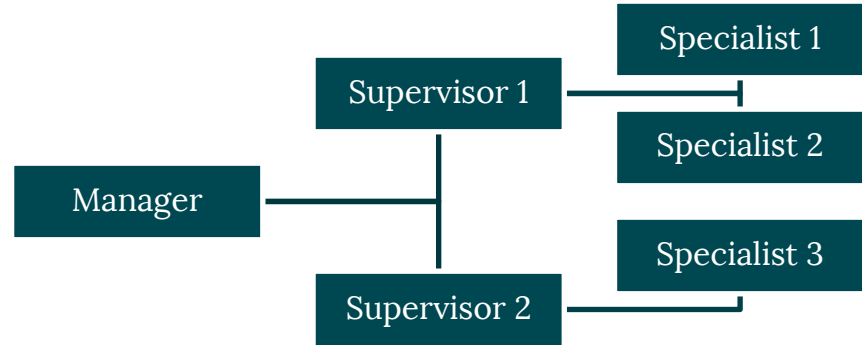
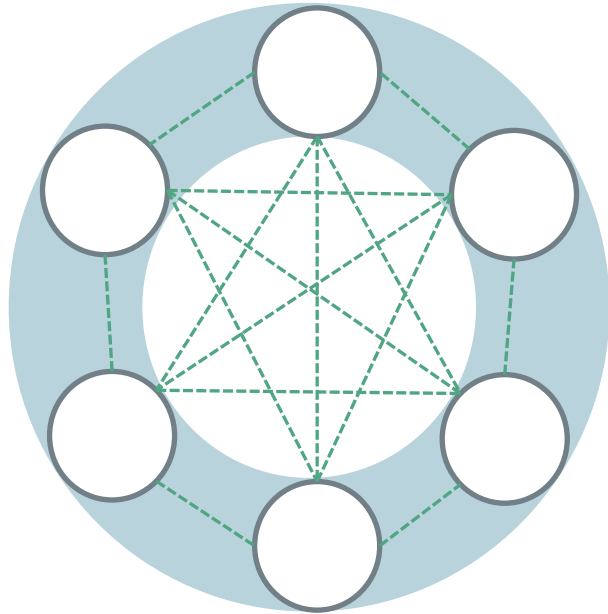
- Customer touchpoints
- Vendor touchpoints
- Market intelligence
- Pricing perspectives
- Trends + other qualitative information
- **CHANGE SENTIMENT**

THE POWER OF THE *network*

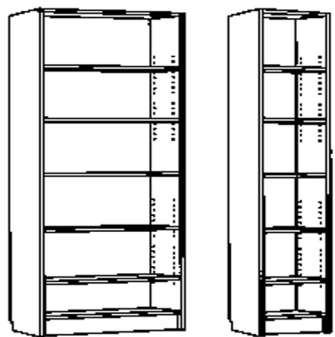


$$x = \frac{n(n - 1)}{2}$$

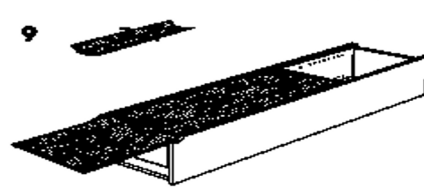
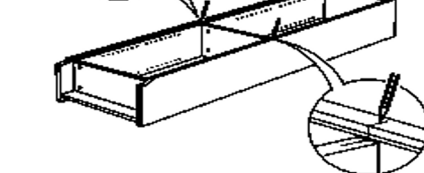
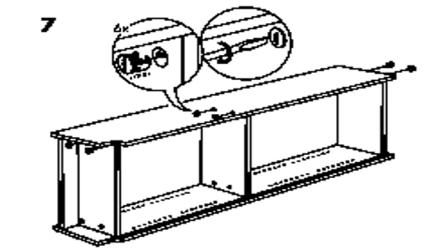
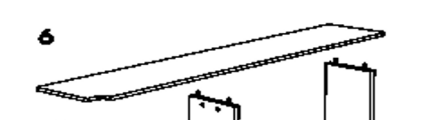
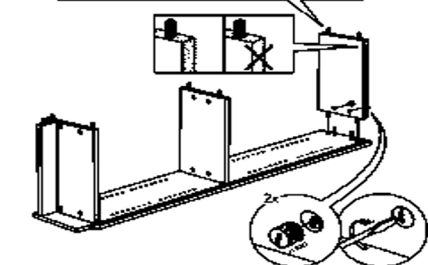
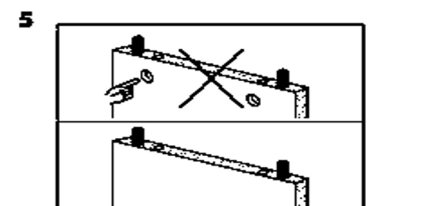
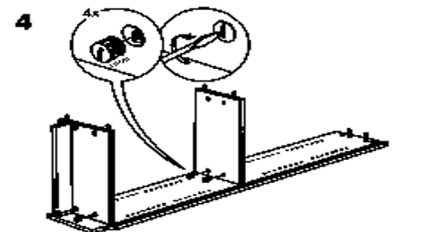
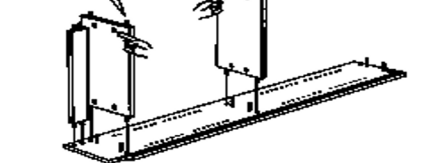
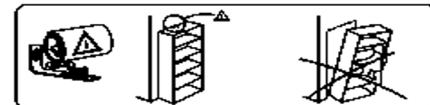
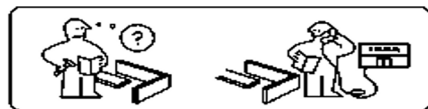
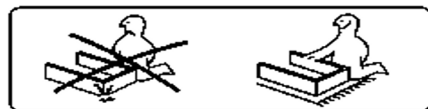
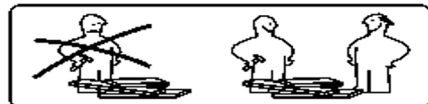
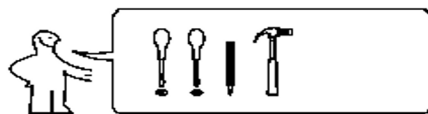
ARE YOU *fully* POWERED?



BILLY



IKER
The Best Quality
at the Best Price



IKEA EFFECT



INVESTED LABOR = INFLATED (PRODUCT) VALUATION

- Positive feelings (including feelings of competence)
- Focus on product/idea's positive attributes
- Relationship between effort and liking

STACK THE IMPACTS

**DEMONSTRATED LEADERSHIP
PREDICTABILITY
CONTROL
ASPIRATION
LEVERAGE YOUR NETWORK
DISCRETIONARY EFFORT**

OUR INVITATION...

If you are a change leader who is looking to embrace big, bold, high-stakes change – the kind of change that makes your palms sweaty – we would love to talk.

Change is what we do. Delivering a real impact to your business – while focusing on stacking the impacts so that you get the results and the change you desire.

After the webinar you'll be directed to our website for more information:

WWW.KOTTERINC.COM/LEADING-RAPID-CHANGE



**CHANGE.
IT'S WHAT WE DO.**



Kotter



LEAD *rapid* CHANGE. NOW.