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LEADING CHANGE: WHY TRANSFORMATION EFFORTS FAIL

Leading Change: Why Transformation Efforts Fail. ... It is crucial to first understand the context of municipalities in South Africa and to have a brief understanding as to why change efforts ...

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Change managers do not only need to explain what they are doing, the need to persuade others into implementing improvements themselves. Continue to: Gung Ho! - K. Blanchard & S. Bowles (summary) REFERENCES: Kotter, J., 1996, Leading Change - Why Transformation Efforts Fail, USA: Harvard Business School Press.

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FROM THE HARVARD BUSINESS REVIEW OnPoint - leading for change

John P. Kotter is renowned for his work on leading organizational change. In 1995, when this article was first published, he had just completed a ten-year study of more than 100 companies that ...

Leading Change: Why Transformation Efforts Fail

Why do so many transformation efforts produce only middling results? One overarching reason is that leaders typically fail to acknowledge that large-scale change can take years.

Leading Change: Why Transformation Efforts Fail

Known as the father of change management, Kotter's research developed an 8-step process to help leaders face the challenge of change. Now 16 years later, he has republished the book with updates. Still, it's worth checking out because most leaders have no change methodology when they introduce change efforts, and most change efforts (70%) fail!

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Kotter, J. P. (1995) Leading Change Why Transformation Efforts Fail. Harvard Business Review, 73, 59-67.

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Leading Change: Why Transformation Efforts Fail by John P ...

Why transformation efforts fail 1. WHY TRANSFORMATION EFFORTS FAIL BY JOHN P. KOTTER HARVARD BUSINESS REVIEW MARCH-APRIL 1995 Presented by: Javed JavedSarwar@live.com 2. ABOUT AUTHOR John P. Kotter is the Konosuke Matsushita Professor of Leadership (retired) at Harvard Business School in Boston.

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Leading Change: Why Transformation Efforts Fail

LEADING CHANGE: WHY TRANSFORMATION EFFORTS FAIL A summary of the article: "Leading Change: Why Transformation Efforts Fail" by John Kotter. Harvard Business Review, March-April 1995. Despite all the rhetoric, books, effort, and money thrown into change efforts in organizations today, most fail.

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Leading Change: Why Transformation Efforts Fail

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