

How We Apply Kotter's Change Model

1. Establishing a Sense of Urgency

We identify and prioritize the most pressing challenges and opportunities to motivate immediate action. By focusing on real-world data and community stories, we help organizations ignite the spark for transformation.

- **How We Do It:** We start with needs assessments and urgency mapping sessions to pinpoint areas that demand immediate attention.
 - **Tools We Use:** SWOT Analysis Template to evaluate internal and external drivers of change and Impact Priority Matrix to focus efforts.
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2. Building a Guiding Coalition

Collaboration is key to successful change. We help organizations build diverse, committed teams to champion transformation.

- **How We Do It:** Through stakeholder mapping and team alignment workshops, we ensure coalitions have the skills and trust needed to lead change effectively.
 - **Tools We Use:** Stakeholder Analysis Template to identify key players and Team Charter Template to formalize roles and goals.
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3. Developing a Vision and Strategy

A clear, inspiring vision guides every successful change initiative. We work with organizations to craft strategies that reflect their mission and resonate with their audiences.

- **How We Do It:** We use vision-setting workshops and strategy mapping to create actionable plans.
 - **Tools We Use:** Vision Framework Template to articulate the big picture and Strategy Map Template to outline actionable goals.
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4. Communicating the Vision

Communication is critical to inspiring action. We ensure your vision reaches and resonates with the right audiences through strategic storytelling and messaging.

- **How We Do It:** We create messaging playbooks, conduct storytelling workshops, and help organizations build multi-channel communication plans.

- **Tools We Use:** Communication Plan Template for structured messaging and Storytelling Template to craft compelling narratives.
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5. Remove Obstacles

Removing barriers and equipping teams with the right tools ensures everyone can contribute to change.

- **How We Do It:** We provide actionable guides, process improvement workshops, and decision-making frameworks to empower teams.
 - **Tools We Use:** Action Plan Template to define steps and Process Improvement Framework to streamline operations.
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6. Generating Short-Term Wins

Small victories build confidence and momentum. We identify achievable goals and celebrate successes to keep morale high.

- **How We Do It:** We track progress, highlight success stories, and use data to showcase early wins.
 - **Tools We Use:** Milestone Tracker to monitor progress and Impact Dashboard Template for real-time reporting.
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7. Consolidate Improvements

We help organizations sustain momentum by embedding successes into the broader strategy.

- **How We Do It:** By analyzing what works, scaling best practices, and introducing advanced tools, we amplify impact.
 - **Tools We Use:** Scalability Assessment Template to expand successful initiatives and Change Roadmap to sustain progress.
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8. Anchoring the Changes

True transformation happens when change becomes part of the organization's DNA. We ensure new practices are embedded into daily operations.

- **How We Do It:** Through team training, cultural integration workshops, and sustainability planning, we make change stick.

- **Tools We Use:** Cultural Transformation Framework and Sustainability Plan Template.
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Why It Works

Kotter's Change Model provides a proven framework for achieving and sustaining meaningful transformation. Paired with SGSA's expertise in storytelling, strategy, and community engagement, it empowers organizations to navigate challenges, amplify their impact, and build stronger connections with their stakeholders.