



A Macat analysis of John P. Kotter's Leading Change

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Publisher's Weekly called John Kotter's 1996 book *Leading Change* "a truly accessible, clear and visionary guide" to corporate transformation.

A professor at Harvard Business School, Kotter spent years coaching organizations—large and small; successful, less successful, and nearly bankrupt—through their own change processes. Some worked; others didn't. Distilling wisdom from these experiences, Kotter identifies eight common mistakes managers make implementing change. He then uses them to propose an eight-stage model that he argues can lead to successful organizational transformation. Leadership is crucial to change. In Kotter's view, unsuccessful transformations usually result from poor management decisions.

Management General named *Leading Change* the management book of the year in 1996. Nearly 20 years later, would-be change-makers still rely on Kotter's highly readable, jargon-free combination of visionary guide and practical toolkit. An international bestseller, it remains a "must read" for anyone who wants to move from thinking about change, to actually making it happen.

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