

# Best Practices for Leading Change

## **Establish a Sense of Urgency**

*Identify and discuss potential crises, major opportunities.  
Examine your competition.*

## **Form a Powerful Guiding Coalition (Not Just Another Committee)**

*Select a diverse group with enough power to lead the change. Work together as a team.*

## **Create a Vision**

*Create a vision to help direct the change effort.  
Develop strategies for achieving that vision.*

## **Communicate the Vision**

*Use every vehicle possible to communicate the new vision.  
Teach new behaviors by example.*

## **Empower Others to Act on the Vision**

*Educate members to understand the vision.  
Change programs, systems, and/or traditions that undermine the vision.  
Encourage risk taking and nontraditional ideas, activities, and actions.*

## **Plan For and Create Short-Term Wins**

*Plan for visible, short-term improvements.  
Create those improvements.  
Recognize brothers and outside supporters who are involved in the improvements.*

## **Consolidate Improvements & Produce Still More Change**

*Leverage successes to change systems, structures, and policies that don't fit the vision.  
Develop and empower brothers who can implement the vision. Reinvigorate the process with new projects, themes and committed brothers.*

## **Make the Current Process a Part of the Chapter's Culture**

*Articulate the connection between the new behaviors and the chapter's success.  
Develop the means to ensure leadership succession.*

Adapted from Leading Change, John P. Kotter, Harvard Business School Press