

# Leading Change Kotter

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**Leading Change: Why Transformation Efforts Fail**  
 Many originate with leadership and change management guru, John Kotter. A professor at Harvard Business School and world-renowned change expert, Kotter introduced his eight-step change process in his 1995 book, "Leading Change." In this article, video and infographic, we look at his eight steps for leading change, below.

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### Leading Change: Why Transformation Efforts Fail

*Leading Change* is a somewhat dated, but still valuable and timely book that explores John Kotter's views on the essentials of leading organizational change, as informed by his experiences with numerous companies. His eight stage process of change leadership has been referenced in numerous textbooks, and has become a source of insight for many managers and companies desiring to change the way they meet their environment and competition.

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