



# 8 Reasons Why Change Fails

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- Allowing too much complacency (no sense of urgency)
- Failing to create a sufficiently powerful guiding coalition (participation by lots of strong line leaders)
- Underestimating the power of vision
- Under-communicating the vision (by a factor of 10, 100, or 1000)
- Permitting obstacles to block the new vision (confront the obstacles)
- Failing to create short term wins
- Declaring victory too soon
- Neglecting to anchor the changes in the corporate culture

From: Leading Change John P. Kotter, Harvard Press, 1996

