



The
International
Bestseller,
with a
New Preface
by the
Author

LEADING CHANGE



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Characteristics of an Effective Vision ...

Imaginable: Conveys a picture of what the future will (could) look like.

Desirable: Appeals to the long-term interests of employees, customers, retailers, stockholders, and others who have a stake in the enterprise i.e. stakeholders.

Feasible: Comprises of ambitious, yet realistic and attainable goals.

Focused: Is clear enough to provide guidance in decision-making.

Flexible: Is general enough to allow individual initiative and alternative responses in light of changing conditions.

Communicable: is easy to communicate and inspire; can be successfully explained i.e. conveyed within five (5) minutes.

Strategic Significance ...

Does it supply or help supply significant and perceivable stakeholder (e.g., consumer, user, shareholder, company/corporate) benefits?

Does it apply across a variety of product / service / system applications, product / service / system generations, markets or businesses?

Does it radically transform or transcend existing business(es) and/or conventional business logic?

Does it prove difficult or impossible for competitors to copy or imitate?
is it platform-able? patent-able? copyright-able? trademark-able?
design-registrable? (ref.: Apple (iPhone, iPad) vs. Samsung Case).