



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 minutes.

Strategic Significance ...

Does it supply or help supply significant and perceivable stakeholder benefits.

Benefits which apply across a variety of applications, product / service applications, markets or businesses.

Benefits which prove difficult to copy or imitate, is it platform-able, patentable, copyright-able, trademark-able, design-registerable.