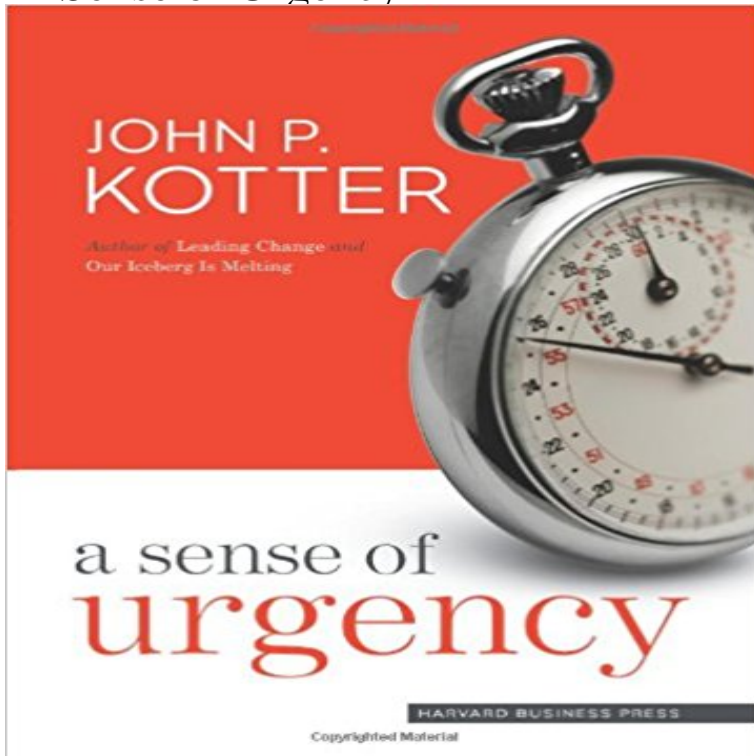


## A Sense of Urgency



Most organizational change initiatives fail spectacularly (at worst) or deliver lukewarm results (at best). In his international bestseller *Leading Change*, John Kotter revealed why change is so hard, and provided an actionable, eight-step process for implementing successful transformations. The book became the change bible for managers worldwide. Now, in *A Sense of Urgency*, Kotter shines the spotlight on the crucial first step in his framework: creating a sense of urgency by getting people to actually see and feel the need for change. Why focus on urgency? Without it, any change effort is doomed. Kotter reveals the insidious nature of complacency in all its forms and guises. In this exciting new book, Kotter explains: • How to go beyond the business case for change to overcome the fear and anger that can suppress urgency • Ways to ensure that your actions and behaviors -- not just your words -- communicate the need for change • How to keep fanning the flames of urgency even after your transformation effort has scored some early successes

Written in Kotter's signature no-nonsense style, this concise and authoritative guide helps you set the stage for leading a successful transformation in your company.

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A Sense of Urgency - John P. Kotter - Google Books John Kotter, Harvard Business School professor and author of A Sense of Urgency, says, Without a true sense of urgency, any change effort is doomed. Book Excerpt: A Sense of Urgency - HBS Working Knowledge Creating a sense of urgency is about helping people see the need for change, either to take advantage of an opportunity or to deal with an issue that is holding

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