Regarding a vision

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Regarding a Vision In his book Leading Change, Kotter 1996, provides an eight-step detailed approach to managing the change process efficiently. Thethird step in this approach is the creation of a vision and strategy that acts as the guiding beacon to assist managing the change process. In arguing for the need of a vision and strategy to manage the change process, Kotter 1996, rails against the authoritarian and micromanagement approach to managing the change process for it fails to break the resistance to the change process and instead gives rise to more resistance (Kotter, 1996). Support for the creation of a vision and strategy recommendation of Kotter, 1996, can be seen in the needs analysis component of the needs assessment life cycle stage of Haddad, 2006. Haddad, 2006 starts off with calling for the identification of urgent business and organizational objectives, which is not so different from the creation of a vision advice of Kotter, 1996. The remaining five components of the need analysis component in essence provide the means for developing a strategy for managing the change process (Haddad, 2006).

According to Kim and Mauborgne, 2003, p. 4, " in any organization, once beliefs and energies of a critical mass of people are engaged, conversion to a new idea will spread like an epidemic". What are the beliefs that the authors are talking about. In essence it is the new vision for the organization. In addition, their tipping point leadership concept of cognitive hurdle, resource hurdle, motivational hurdle, and political hurdle are guiding posts for the development the appropriate strategy for the change management process (Kim & Mauborgne, 2003).

My ideas are rather more simplistic. I am in tune with what Kotter

recommends. The change process involves a group of people heading off in a new direction. Therefore the first essential is where the group is headed to and that is the vision. Now there is the question on how to get there in the easiest way, without losing some of the group. The strategy is the answer to this question.

Literary References

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