

Good article review on kotters model of change

[Business](#), [Management](#)



According to Kotter, major change initiatives that intended to improve the culture, boost quality or meant to generate lukewarm results may fail miserably. This lies with the fact that Kotter maintains the notion that most of the people in management positions tend to forget that transformation is more or less a process and not an event. This implies that for transformation to occur, several stages of transformation must be arrived at. Most people who are in those management positions accelerate the transformation process and hence ending up failing. Therefore, transformation to take place, the people in management positions should follow all the steps involved in the transformation process.

One important feature about decisions made based on Beane's philosophy lies with the fact that it follows the stages of transformation. Beane put across the idea that scouting for players was an important aspect in getting the best players with the limited resources at their disposal. Decisions being made based on one's judgment are usually the best choices. For such choices to be accepted as the ultimate choices, and then definitely many factors will be considered. Those factors are the factors that Kotter model advocated. Therefore, Beane is very successful in bringing about change because he encourages the scouts to use the correct criteria for selecting the players. Sabermetrics even though it is considered to be an efficient system, it is a system that can be related to those rush decisions made by managers. The decision based on sabermetrics relies greatly on statistics of the players. As a result, a team might end up selecting players that are very expensive to acquire hence spending more. Beane is more successful in

bringing about change when compared to James. Therefore, Beane originally promoted Kotter's model