

Appendix 1

Eight Steps for Successful Large-Scale Change (Kotter and Cohen, 2002)

STEP ONE

Increase Urgency

STEP TWO

Build the Guiding Team

STEP THREE

Get the Vision Right

STEP FOUR

Communicate for Buy-In

STEP FIVE

Empower Action

STEP SIX

Create Short-Term Wins

STEP SEVEN

Don't Let Up

STEP EIGHT

Make Change Stick