

# HBR's 10 Must Reads on Change Management, Volume 4: Accelerate by John P. Kotter



[HBR's 10 Must Reads on Change Management, Vol. 2 \(with bonus article "Accelerate!" by John P. Kotter\)](#) by Harvard Business Review

★★★★☆ 4.4 out of 5

Language : English  
File size : 5097 KB  
Text-to-Speech : Enabled  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 227 pages  
Screen Reader : Supported



## About the Book

Change is a constant in today's business environment. To succeed, organizations must be able to adapt quickly and effectively to new challenges and opportunities. This volume of HBR's 10 Must Reads on Change Management provides the insights and tools you need to lead successful change initiatives.

The articles in this volume explore the key elements of change management, including:

- Creating a sense of urgency
- Building a guiding coalition
- Developing a vision and strategy
- Communicating the change
- Empowering employees
- Overcoming resistance
- Sustaining the change

These articles are essential reading for anyone who wants to lead successful change initiatives. They provide a proven framework for managing change and the tools you need to implement it effectively.

## Bonus Article: Accelerate by John P. Kotter

In the bonus article, Accelerate, John P. Kotter argues that the pace of change is increasing and that organizations need to be able to adapt more quickly to survive. He outlines a five-step process for accelerating change, which includes:

1. Create a sense of urgency
2. Build a guiding team
3. Create a vision and strategy
4. Communicate the change
5. Empower action

Kotter's five-step process is a proven framework for accelerating change. It can help organizations to adapt more quickly to new challenges and opportunities and to achieve their goals.

HBR's 10 Must Reads on Change Management, Volume 4: Accelerate is an essential resource for anyone who wants to lead successful change initiatives. The articles in this volume provide a proven framework for managing change and the tools you need to implement it effectively. The bonus article, Accelerate by J. P. Kotter, provides a five-step process for accelerating change that can help organizations to adapt more to new challenges and opportunities and to achieve their goals.

Buy the Book

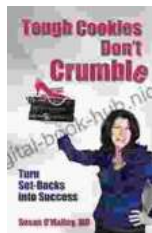
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