

The Modern Magellans diagram of John Kotter's 8 steps

John Kotter proposed an 8 step path to increasing the success of a change initiative or an innovation program. In Maps for Modern Magellans: Charts for Captains of Commerce I modified that a bit.

Here is the diagram

Click the image to enlarge
The steps Step 1 – Have a Compelling Vision Step 2 – Create Urgency, Use Leverage Step 3 – Establish A Change Team Step 4 – Get Message out – Act Accordingly Step 6 – Create & Celebrate Milestones Step 7 – Reinforce, and Recommit to Goals; Step 8 – Lock-in Change, Fight Regression
In The Heart of Change and Leading Change Kotter puts "Establish a Change Team" first and "Have a Compelling Vision" third. For small companies that is probably not possible.