

Expanding the Scope of the Best In Class **4-Step Process**

Shared Successes, Setbacks, Lessons from the Real World

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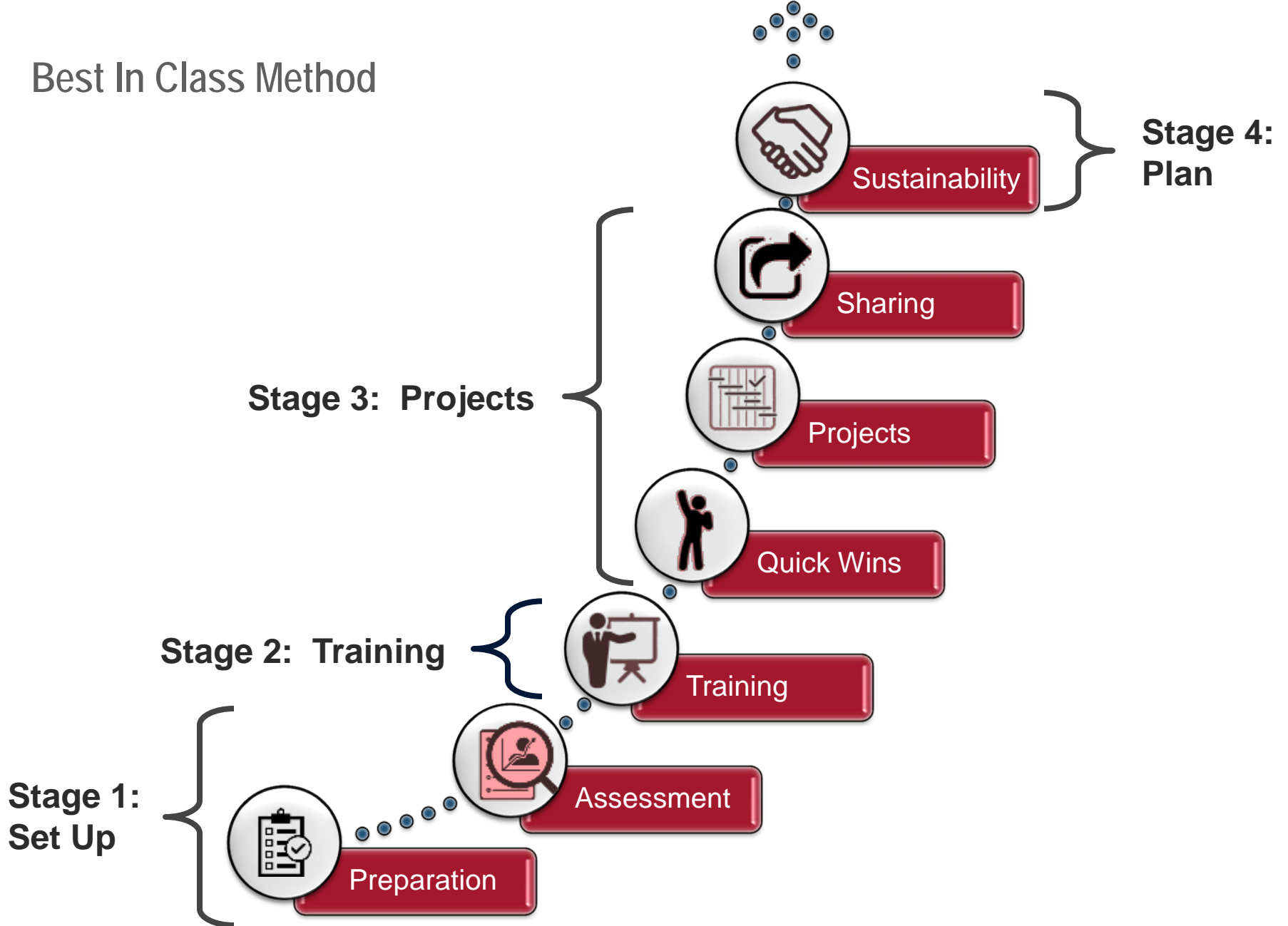
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Best In Class Method



Change the Way People Think about Work



Kotter's 8-Step Process for Leading Change

Step	
Create	a sense of urgency
Build	a guiding coalition
Form	a strategic vision
Enlist	a volunteer army
Enable	action—by removing barriers
Generate	short-term wins
Sustain	acceleration
Institutionalize	change

Six Critical Differences Between Change and Transformation

Differentiators	Change	Transformation
Goals	Continual and continuous improvement	Becoming something new
Drivers	Any one in the organization	The whole ecosystem
Starting Point	Discreet start and stop—something needs to be fixed	A stable, highly functional system
Aspiration	Hold fast	Launch
Strategy	Tangible, measurable, tactical	Dynamic, portfolio of change, moving expectations
Execution	From need to response	From stability to brilliance

Adapted from Kris Fannin, *Organizational Change & Transformation – 6 Critical Differences and Why They Matter*, Intelivate, February 2018