

A Sense of Urgency by John P. Kotter

- Real Urgency: **focuses on critical issues**, not agendas overstuffed with the important and trivial.
 - ✓ **a deep determination to win, NOW** (not anxiety about losing)
 - ✓ With an attitude of true urgency, you try **to accomplish something important each day**
 - ✓ Real urgency is an essential asset that must be **created and recreated**
- Real urgency is motivated by a **gut-level determination to move, and win, NOW**
 - ✓ People w/ real urgency want **to come to work each day ready to cooperate energetically and responsively with intelligent initiatives** from others. And they do.
 - ✓ People w/ real urgency want to find ways to **launch smart initiatives**. And they do.
 - ✓ People w/ real urgency **don't move at thirty-five miles per hour when sixty-five is needed to win.**
- Real urgency is **highly positive and highly focused force.**
 - ✓ ***do not waste time or add stress by engaging in irrelevant or business-as-usual activities.***
- **We have no choice- we live in an age of change. . .**
 - ✓ Most organization handle this need to change poorly:
 - ***eliminate enough obstacles*** for those people trying to execute a **change.**
 - ***achieve enough short term wins*** to give them credibility and **momentum**