



Change Management

As noted by Harvard Professor and leadership guru Dr. John Kotter in his bestselling book, *Leading Change*, leadership really is the name of the game. In our fast-paced world of continuous change, the impetus in corporate America should be focused 70% towards leadership and 30% towards management.

The educational systems in America and Europe are predominantly geared towards management, developing in people “managerial mindsets.” Their goal is to maintain the status quo and avoid hazards. **Management is budgeting, staffing, regulating, and problem solving—essential aspects of a successful company. However, a primary focus on management doesn’t move anybody forward.** Today, most organizations are over-managed and under-lead. There is a dichotomy behind the concept of “Change Management” because change and management are conflicting ideas. **Change management doesn’t lead to progress within a company—leadership does.**

In organizations today, leadership needs to be taught, emphasized and focused upon to a higher degree. Leadership is vision and strategy—it motivates action and removes barriers. Leadership takes complex systems and people and creates evolution, opportunities, and growth. **Management is what you know. Leadership takes you to where you want to go.**