Our Iceberg Is Melting

Changing and Succeeding Under Any Conditions

By John Kotter & Holger Rathgeber

Presented By: N.A. Shari
Our Iceberg Is Melting, by John Kotter, a Harvard professor is a management fable.

It is a fable about “Changing and Succeeding Under Any Conditions”

John Kotter talks about change by narrating a cute story of a colony of penguins

The book shows how Eight Steps produce needed change in any sort of group

Though the story is simple and easy-to-read, it provides invaluable guidance for a world that just keeps moving faster and faster.
• The fable is set in Antarctica.

• The story is about a colony of around 260 penguins who live on an iceberg. This iceberg has been their homeland for years.

• The main protagonist of the story is a penguin called Fred who is of scientific bend of mind.

• Fred observes that due to cracks, a cave had been formed and water had seeped in which could lead to the iceberg cracking up and all the penguins becoming landless.

• Fred is afraid to discuss the problem with the others in the colony, because he knows that no body will believe him.

• Fred decides to approach Alice- one of the penguins in the Leader Committee.

• Alice realizes the complication of the problem and discusses with the head Penguin - Louis.

• Alice and Louis form a team of efficient thinkers and ponder over the problem and think upon many remedies.

• The team after enough brain storming decides that migration would be the best solution.

• Hence, they select a team of penguins to go in search of new lands.

• They start a new way of life through migration which is much safer than their previous one.
The 8 step Change Process:

Step 1: Create a Sense of Urgency
- Help others see the need for change and the importance of acting immediately.

Step 2: Pull Together the Guiding Team
- Make sure there is a powerful group guiding the change—one with leadership skills, bias for action, credibility, communications ability, authority, analytical skills.

Step 3: Develop Change Vision and Strategy
- Clarify how the future will be different from the past, and how you can make that future a reality.

Step 4: Communicate for Understanding and Buy-in
- Make sure as many others as possible understand and accept the vision and the strategy.
Step 5: Empowers Others to Act
- Remove as many barriers as possible so that those who want to make the vision a reality can do so.

Step 6: Produce Short-Time Wins
- Create some visible, unambiguous success as soon as possible

Step 7: Don’t’ Let Up
- Press harder and faster after the first successes. Be relentless with instituting change after change until the vision becomes a reality.

Step 8: Create a New Culture
- Hold on to the new ways of behaving, and make sure they succeed, until they become a part of the very culture of the group.
Thank You