



ADKAR Change Model

The ADKAR Change Management Model is so easy to learn that many reflect that it seems like common sense. The letters are simple to remember, and the five building blocks become second nature once you are exposed to and apply the model to something meaningful to you.

Five Key Elements of the ADKAR Model

Your Personal Change Plan

1

Awareness

All stakeholders (including employees) must be aware of the business reasons for the change

*How will you explain the need for change?
How will you work with individual resistors?*

2

Desire

Individuals must have the desire to participate and fully support the change

*Tell people how they will benefit from the change.
It's helpful to know what motivates individuals.*

3

Knowledge

Having the relevant skills and behaviors to enact the change

*Do team members know how to make the change?
Do they need training? Who needs what?*

4

Ability

Putting knowledge into action

Do team members have skill gaps? If so, how can you give them hands-on experience and coaching?

5

Reinforcement

Ensuring change sticks and that there is no turning back

Have a reinforcement strategy. Where is the change doing well? (Celebrate) Where isn't it? (Train)

Additional Activity: Rate each of the five elements on a ability to change (1=Low / 5=High). Any scores of 3 or lower can be considered a barrier point.