

# The ADKAR change management model



## AWARENESS

- Announce the change to employees well ahead of time.
- Explain your reasoning behind the change, including current pain points and the potential ROI of the new solution.
- Allow employees to ask questions and make suggestions.

## DESIRE

- Gauge employees' reactions to the change.
- Identify change champions.
- If employees are resistant or indifferent, address their concerns or show them how the change benefits them personally.

## KNOWLEDGE

- Provide training or coaching to show what employees need to do after the change takes place.
- Address any skills gaps.
- Offer resources, such as process flowcharts, that employees can reference later on.

## ABILITY

- Schedule practice runs before the change is fully implemented.
- Monitor performance immediately following the change and provide constructive feedback.
- Set reasonable goals and metrics at the start.
- Adjust processes as necessary.

## REINFORCEMENT

- Monitor the change over time to ensure it fulfils your desired outcomes.
- Use positive feedback, rewards and recognition to encourage employees to keep following the new process.

Enablement zone

Engagement zone