

ADKAR Change Management Model

The ADKAR change management model is a structured framework designed to guide organizations through the process of individual change within their workforce. The acronym ADKAR represents five key elements of successful change:

Awareness

- Creating awareness of the need for change.
- Communicating the reasons for change.
- Recognizing the current state and establishing a sense of urgency.

Desire

- Building a willingness to change among individuals.
- Establishing a compelling vision for the future.
- Addressing concerns and resistance.
- Creating a supportive environment through leadership alignment and incentives.

Knowledge

- Providing the necessary information and training.
- Offering access to resources and tools.
- Ensuring clear and consistent communication.

Ability

- Fostering the development of skills and competencies.
- Offering training programs, coaching, and mentoring.
- Removing barriers to change, including technical and organizational challenges.

Reinforcement

- Sustaining change over time by celebrating successes and milestones.
- Continuous monitoring and adjustment of the change process.
- Embed change in organizational culture through integration into policies and processes.
- Establishing recognition and reward systems to reinforce the desired behaviours.

The ADKAR model emphasizes the importance of addressing individual needs and concerns during the change process, recognizing that successful organizational change ultimately relies on the successful adaptation of each employee. By systematically focusing on these five elements, organizations can enhance their ability to navigate and implement change effectively.

Source: Hiatt, J (2006). "[ADKAR: A Model for Change in Business, Government and Our Community](#)." Loveland: Prosci.

Note: "ADKAR" is a trademark Prosci® process (see prosci.com).