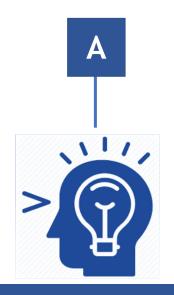
# **ADKAR Change Methodology**



### **Awareness**

- 1. What is and isn't working?
- 2. What options do we have?
- 3. What are the most important reasons to change?



### **Desire**

- 1. Focus on benefits of the change
- 2. Identify risks now and as implementation progresses
- 3. Build momentum for the change
- 4. Address loss and fears



## Knowledge

- 1. Communicate specifically what individuals and teams need to do differently
- 2. Provide coaching and training to increase knowledge of the new way of doing things
- 3. Address skill gaps



### Ability

- Provide
  opportunities for
  practice, trial/error
- 2. Encourage questions and asking for help
- 3. Communicate as processes evolve to support the new way
- 4. Listen & support



#### Reinforcement

- 1. Learn from early mistakes
- 2. Identify champions
- 3. Measure adoption & take corrective actions as necessary
- 4. Recognize where change has been successful

