

ADKAR Change Methodology

A



Awareness

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

D



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

K



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

A



Ability

1. 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

R



Reinforcement

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

