



The ADKAR Change Management Model

The ADKAR model is a framework for change management that helps organizations understand and lead through a larger change initiative. ADKAR is an acronym for the five key elements of successful change: Awareness, Desire, Knowledge, Ability, and Reinforcement.

More information on this model is available here: <https://digitalleadership.com/UNITE/adkar-model/>

Proudly shared OpenSource.

This work is shared under the following Creative Commons Licence:

Attribution-ShareAlike 4.0 International (CC BY-SA 4.0)



You are free to:

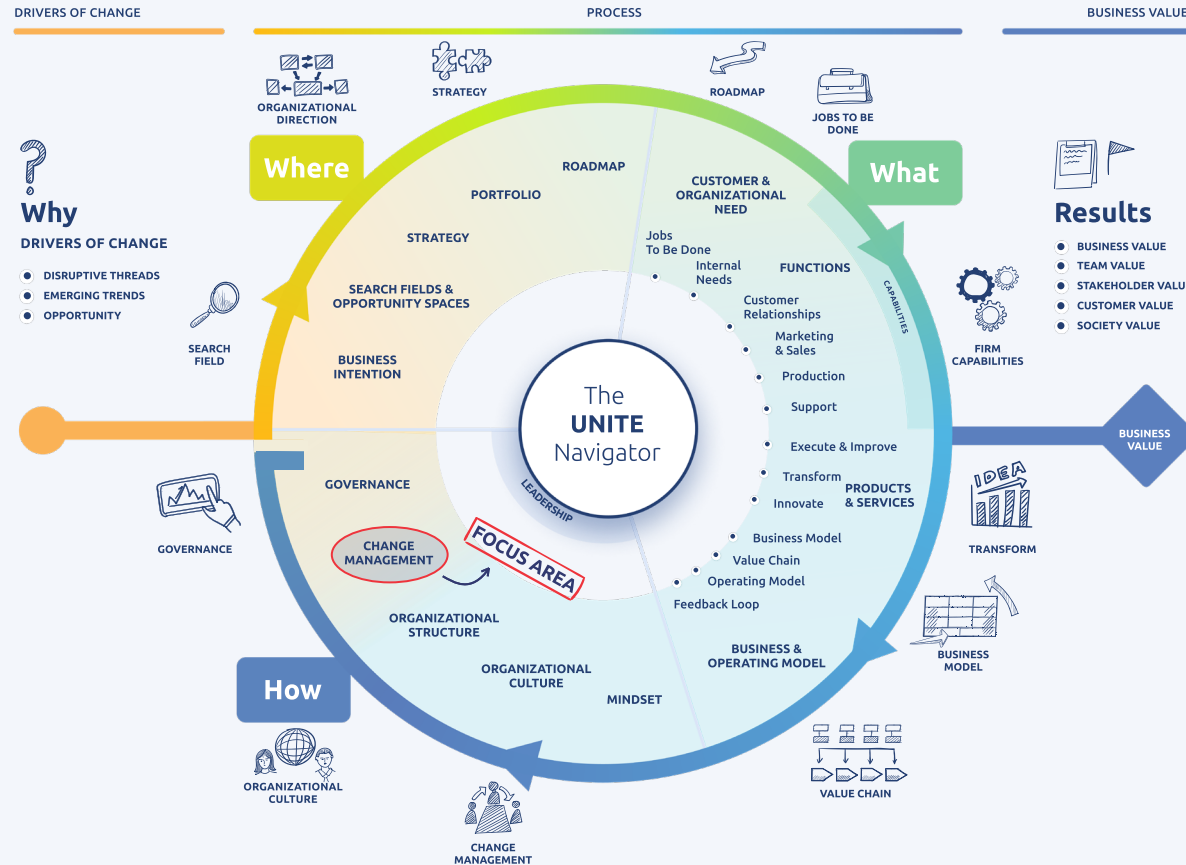
Share — copy and redistribute the material in any medium or format

Adapt — remix, transform, and build upon the material
for any purpose, even commercially.

Under the following terms:

Attribution — You must give appropriate credit, provide a link to the license, and indicate if changes were made.

ShareAlike — If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original.



- > The UNITE models are the by far largest library of innovation and transformation models on the Internet. They cover all areas of digital strategy, innovation, transformation as well as any related field.
- > The UNITE Navigator provides an introduction and overview of all digital-related fields.
- > **As part of this presentation, we will focus on *the topic of change management.***

Background to The ADKAR Change Management Model

Why we use it

As many business leaders know, change is difficult to manage. People are often threatened by change and resistant to implement anything they don't fully understand.

Any tool or framework that makes change easier and more-likely to be successful is valuable. The ADKAR Model takes large change initiatives and envisions them as a collection of discrete smaller changes.

The smaller projects are easier to manage, and when taken as a whole, result in the larger change the organization needs.

How it works

The ADKAR model is a linear, sequential model, and progress through the five stages is marked by a change in the individual's behavior, attitudes, and knowledge. The model is designed to be flexible and can be applied to a wide range of change initiatives, from small-scale changes to large-scale transformations.

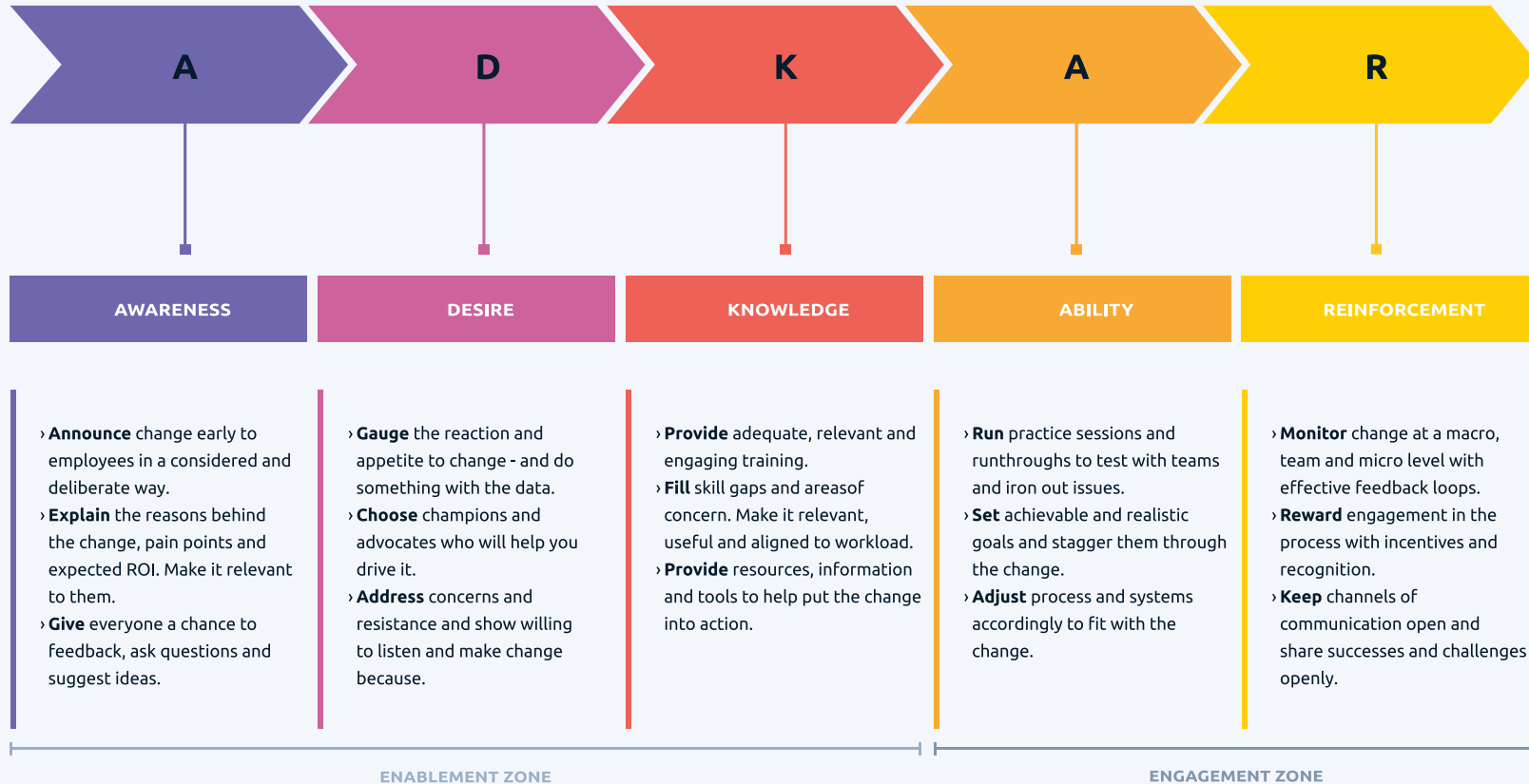
ADKAR is an acronym for the five key elements of successful change:

- 1. Awareness:** identifying the problems or opportunities that are driving the need for change
- 2. Desire:** communicating the benefits of the change and addressing any concern
- 3. Knowledge:** providing the knowledge and skills required to make the change
- 4. Ability:** practice and implementation
- 5. Reinforcement:** monitoring progress and taking steps to ensure that the change is sustainable

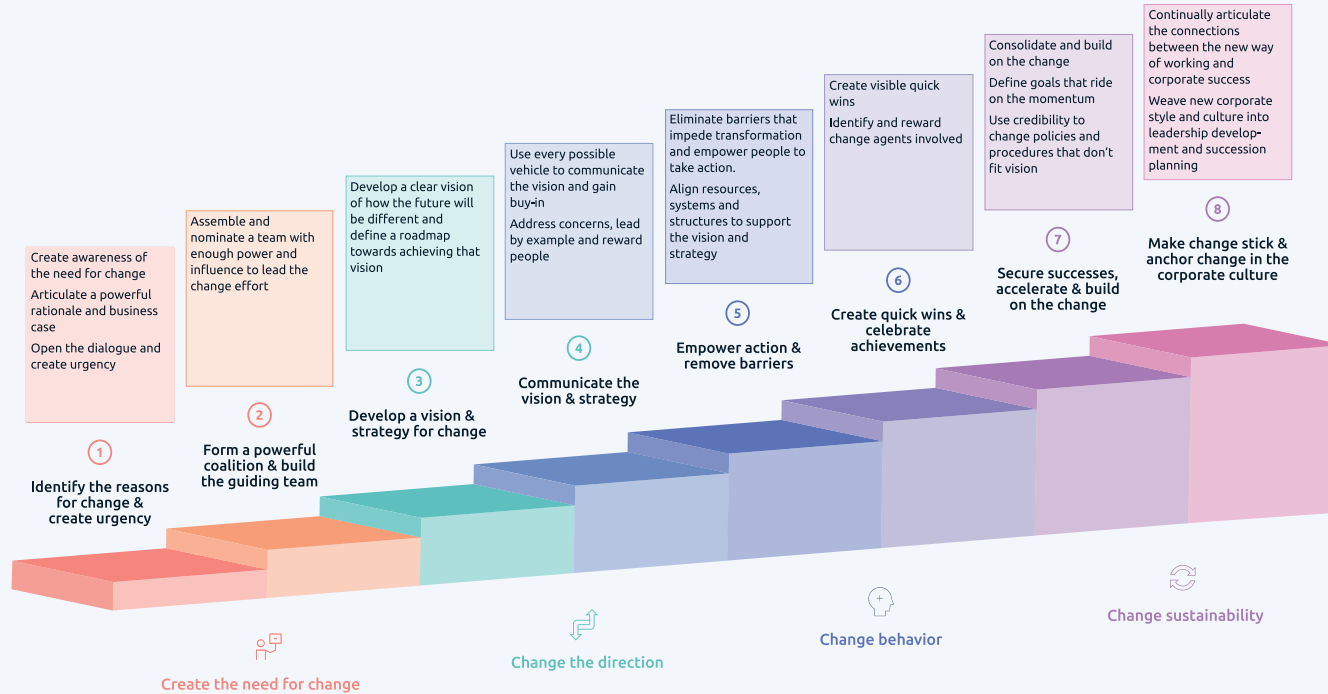
What is the goal

The goal of the ADKAR Model is to make **large change initiatives more manageable** by working through their smaller elements as a series of processes.

THE ADKAR CHANGE MANAGEMENT MODEL



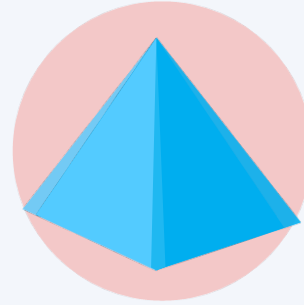
THE 8-STEP PROCESS FOR LEADING CHANGE



- > Another key model for leading through a change initiative are the 8 steps of change originally published by John P. Kotter.
- > There is a separate download package available that provides additional depths.



LEWIN'S CHANGE MODEL



UNFREEZE

- › Recognize the need for change
- › Determine what needs to change
- › Encourage the replacement of old behaviors and attitudes
- › Ensure there is strong support from management
- › Manage and understand the doubts and concerns



CHANGE

- › Plan the changes
- › Implement the changes
- › Help employees to learn new concepts or points of view



REFREEZE

- › Changes are reinforce and stabilized
- › Integrate changes into the normal way of doing things
- › Develop ways to sustain the change
- › Celebrate success

> A more simplistic but nevertheless highly worthy model is Lewin's change model.



LEWIN'S CHANGE MODEL



Main authors



<<this could be you>>

Your title and job

Brief experience, education, certificates etc.

Brief self description. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam blandit auctor neque vel blandit. Integer ut felis imperdiet, sagittis ipsum eu, consequat sem. Ut aliquet accumsan suscipit. Integer nec rutrum ligula. Donec in faucibus massa. Donec posuere eu orci sed porta. Vestibulum porta, nisi nec finibus semper, felis dolor facilisis turpis, ac tempor dui nibh sit amet urna. Donec iaculis, enim eget ultricies sodales, mi massa.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam blandit auctor neque vel blandit. Integer ut felis imperdiet, sagittis ipsum eu, consequat sem.

SCHEDULE YOUR CALL

Office +xx (0) 123 456 789
firstname.lastname@email.com



<<this could be you>>

Your title and job

Brief experience, education, certificates etc.

Brief self description. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam blandit auctor neque vel blandit. Integer ut felis imperdiet, sagittis ipsum eu, consequat sem. Ut aliquet accumsan suscipit. Integer nec rutrum ligula. Donec in faucibus massa. Donec posuere eu orci sed porta. Vestibulum porta, nisi nec finibus semper, felis dolor facilisis turpis, ac tempor dui nibh sit amet urna. Donec iaculis, enim eget ultricies sodales, mi massa.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam blandit auctor neque vel blandit. Integer ut felis imperdiet, sagittis ipsum eu, consequat sem.

SCHEDULE YOUR CALL

Mobile +xx (0) 123 456 789
firstname.lastname@email.com



Thank you for
making your work
available **Open**
Source!

- > **Please help complete this model** and turn it into a full blown download package with alternatives, examples, a real template, a corresponding approach and anything else you deem of importance.
- > **The model will be published OpenSource under your name.**
- > You can equally feature your company and or services in an appropriate way on an additional page.

Proudly sponsored by Digital Leadership.

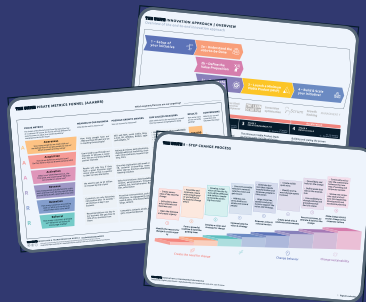


And many others..



**HIGHLY EXPERT TEAM WITH
HUGE EXPERIENCE.**

OUR TEAM OF PARTNERS at Digital Leadership are executive-level professionals with outstanding leadership and delivery capabilities in their respective areas. What unites us is our values and beliefs, strong methodological foundation, 'Digital Leadership' experience and our willingness to drive change jointly with our customers.



**THE LARGEST SET OF
METHODOLOGY GLOBALLY.**

THE UNITE MODELS are the by far largest library of innovation and digital transformation models available on the market globally. They cover all important domains end2end and uniquely – they are deeply integrated. Please be invited to leverage them in your organization. **Let's UNITE and create a world worth living in !**



**THE BOOK ABOUT HOW
TO CREATE INNOVATION**

HOW TO CREATE INNOVATION is a practical, comprehensive, OpenSource guide for successful innovation and digital transformation. The UNITE initiative and movement, supported by a global team of industry leaders and innovation researchers, aims to spark a revolution in global innovation and transformation.

GET IN TOUCH

Office +41 (0) 44 562 42 24

engage@digitalleadership.com

www.digitalleadership.com

digitalleadership.com

Discover our Digital Transformation Practice

Digital transformation is an art few manage well

➤ Digital Leadership

Digital transformation is often much more complex than we think. You often touch one element to find out that it has systemic impacts on all other areas.

In addition, we find strategies to be stuck too often in silos. Rather than focusing on one bit, we bridge the silos, develop a vision everybody will buy into, and create a unifying strategy and roadmap for getting there, including realigning the value-, service-, experience- and operating model.



SCHEDULE YOUR INITIAL CALL

DISCOVER MORE ➤



Take control of your game!
Schedule your free business
assessment call with our team!

Discover our Culture & Organizational Change Practice



Don't let a decoupled culture and structure hold your business back

Do you know why most innovation and transformation projects fail?

Organizations are pumping plenty of cash into innovation and transformation initiatives. The problem is that the expected results often fail to materialize.

The primary issue is not one of ideas or directions – initiatives get stuck in strategy-execution. Let's thus turn the number one innovation obstructor in the best business enablers ever.

SCHEDULE YOUR INITIAL CALL

DISCOVER MORE ➤



Take control of your game!
Schedule your free business
assessment call with our team!



Thank you!
Let's UNITE and create a world worth living in!

Do you want to share your knowledge as well?

Share my knowledge with the world!