



Aiming ADKAR at
Today's Change Challenges

Prosci[®]
PEOPLE. CHANGE. RESULTS.™

ACMP Denver
March 30, 2020

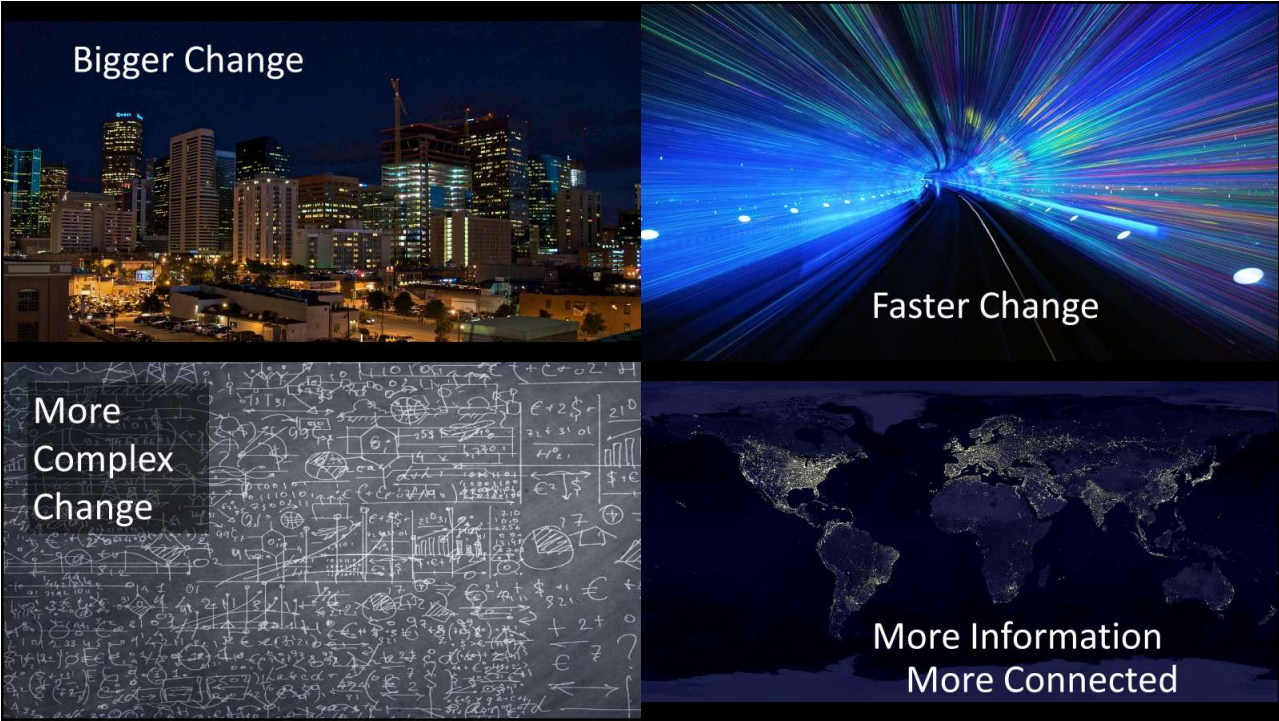
1



2



3



4



5



6



7



8

For two decades, change practitioners have used ADKAR to support successful individual changes and to manage change at scale inside organizations.

The Perfect Change

Awareness
Desire
Knowledge
Ability
Reinforcement

ADKAR
A MODEL FOR CHANGE IN BUSINESS, GOVERNMENT AND OUR COMMUNITY
How to Implement Successful Change in Our Personal Lives and Professional Careers
JEFFREY M. HIATT

Employee's Survival Guide to Change
The complete guide to surviving and thriving during organizational change
Jeffrey M. Hiatt

Winning with Quality
A Practical Guide to Improving Quality, Reducing Defects, and Increasing Productivity
Walter W. Shewhart
Dorland Publishing

ADKAR
A
D
K
A
R

ADKAR
A
D
K
A
R

ADKAR
A
D
K
A
R

© Prosci. All Rights Reserved.

Prosci

9

9

The secret to successful change lies beyond the visible and busy activities that surround change. Successful change, at its core, is rooted in something much simpler: How to facilitate change with **one** person.

Jeff Hiatt

10

Prosci ADKAR Model

| ADKAR element: | Definition: | What you hear: | Triggers for building: |
|------------------------|--|-------------------------|---|
| A Awareness | Of the need for change | "I understand why..." | Why? Why now? What if we don't? |
| D Desire | To participate and support the change | "I have decided to..." | WIIFM Personal motivators Organizational motivators |
| K Knowledge | On how to change | "I know how to..." | Within context (after A&D) Need to know <i>during</i> Need to know <i>after</i> |
| A Ability | To implement required skills and behaviors | "I am able to..." | Size of the K-A Gaps Barriers/Capacity Practice/Coaching |
| R Reinforcement | To sustain the change | "I will continue to..." | Mechanisms Measurements Sustainment |

© Prosci. All Rights Reserved.

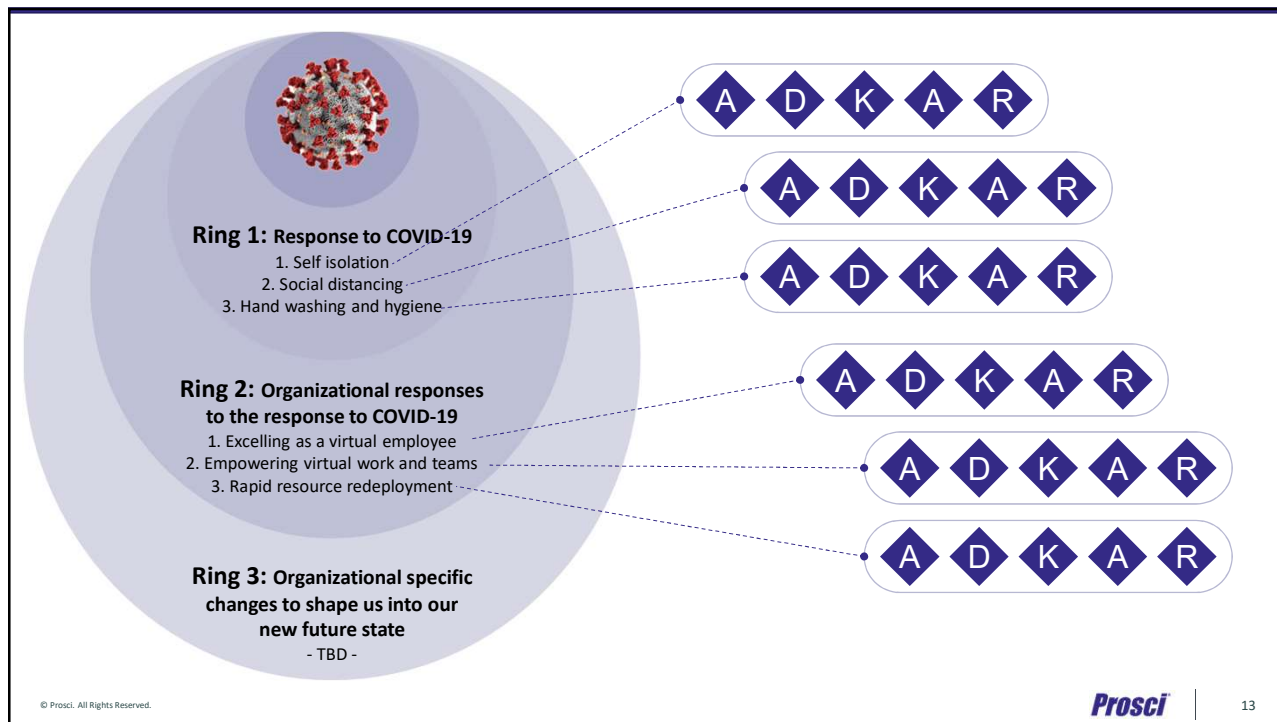
Prosci | 11

11

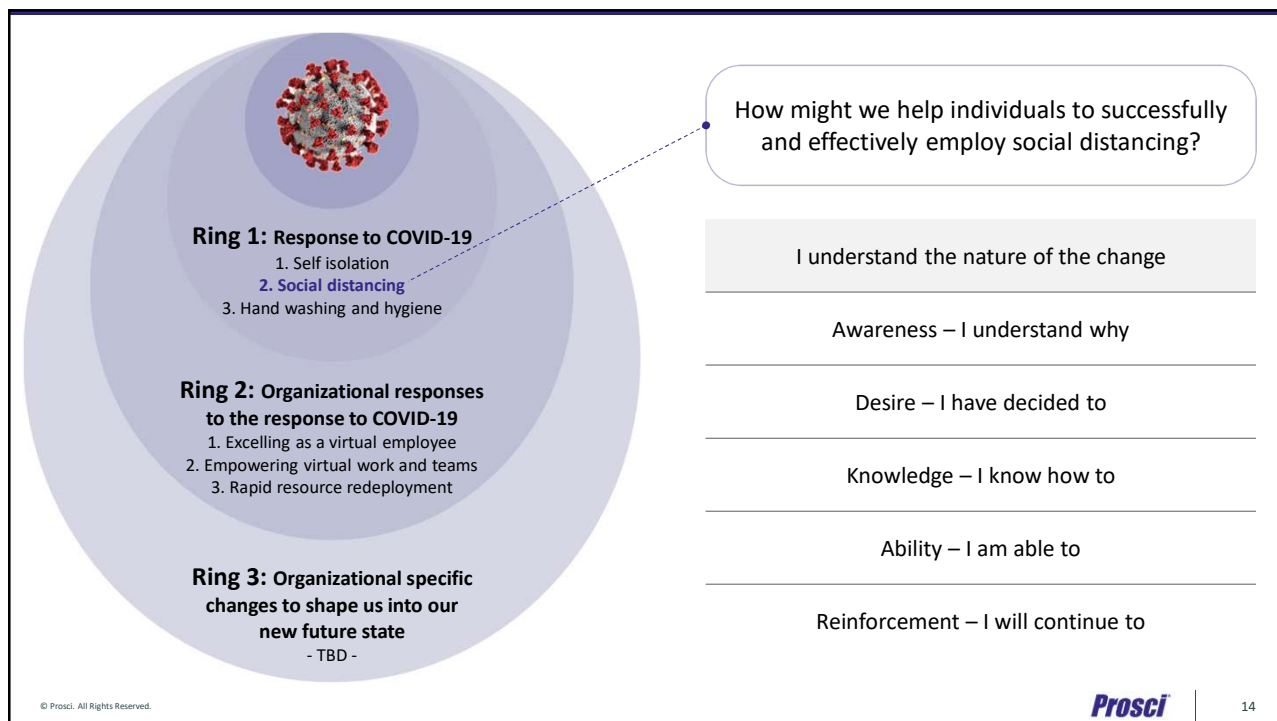
Put on your ADKAR glasses



12



13



14

Example: In-Depth ADKAR Questions

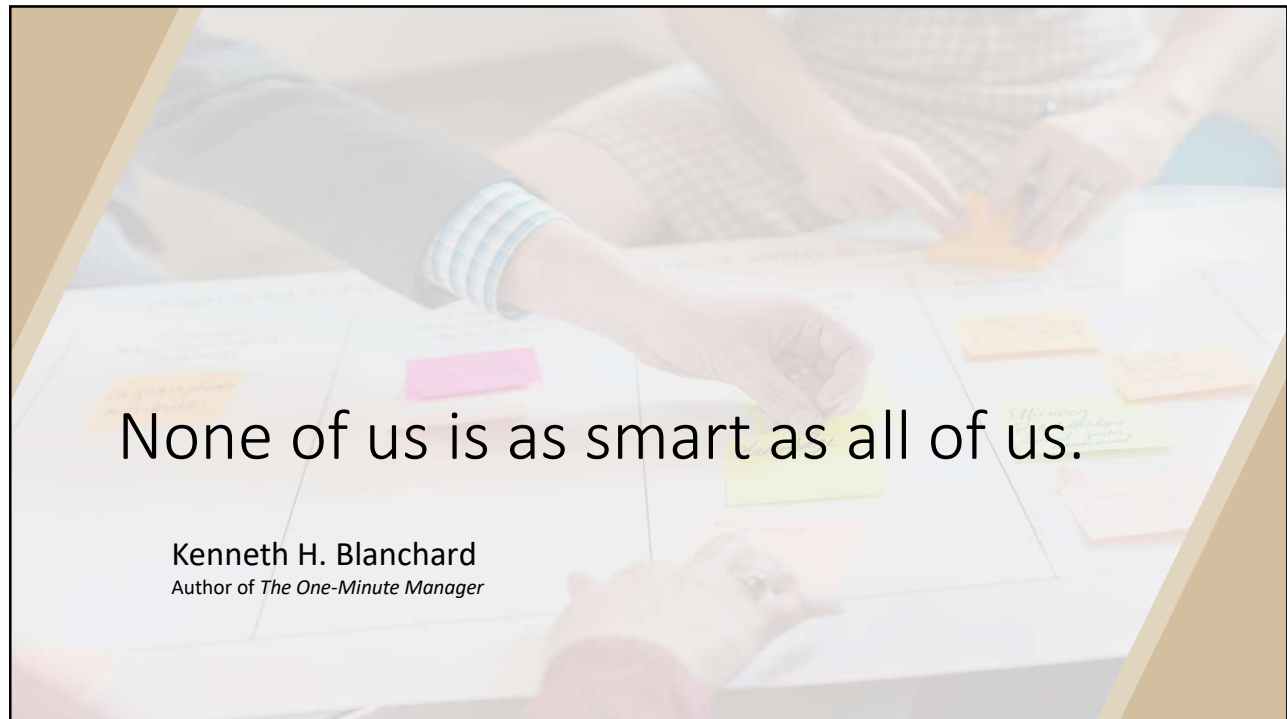
| ADKAR element: | Questions | Notes |
|----------------|---|-------|
| Awareness | What is the nature of social distancing? Why do I need to practice social distancing? Why do I need to practice social distancing now? What if I don't practice social distancing? | |
| Desire | WIIFM – what's in social distance for me? What are the personal motivators to socially distance? What are the communal motivators to socially distance? How do I overcome my own resistance? | |
| Knowledge | What do I need to know to start social distancing? What do I need to know to continue social distancing? What do I need to unlearn (mis-information)? Where do I go for accurate information? | |
| Ability | What specific behavior changes do I need to demonstrate? Where are my potential various K-A gaps? What barriers might exist that prevent my social distancing? Where do I go for coaching and to get better? | |
| Reinforcement | What are the mechanisms to make social distancing sticky? What measurements let me know how I'm doing? What steps can increase likelihood of sustainment? How can we celebrate successes?!! | |

© Prosci. All Rights Reserved.

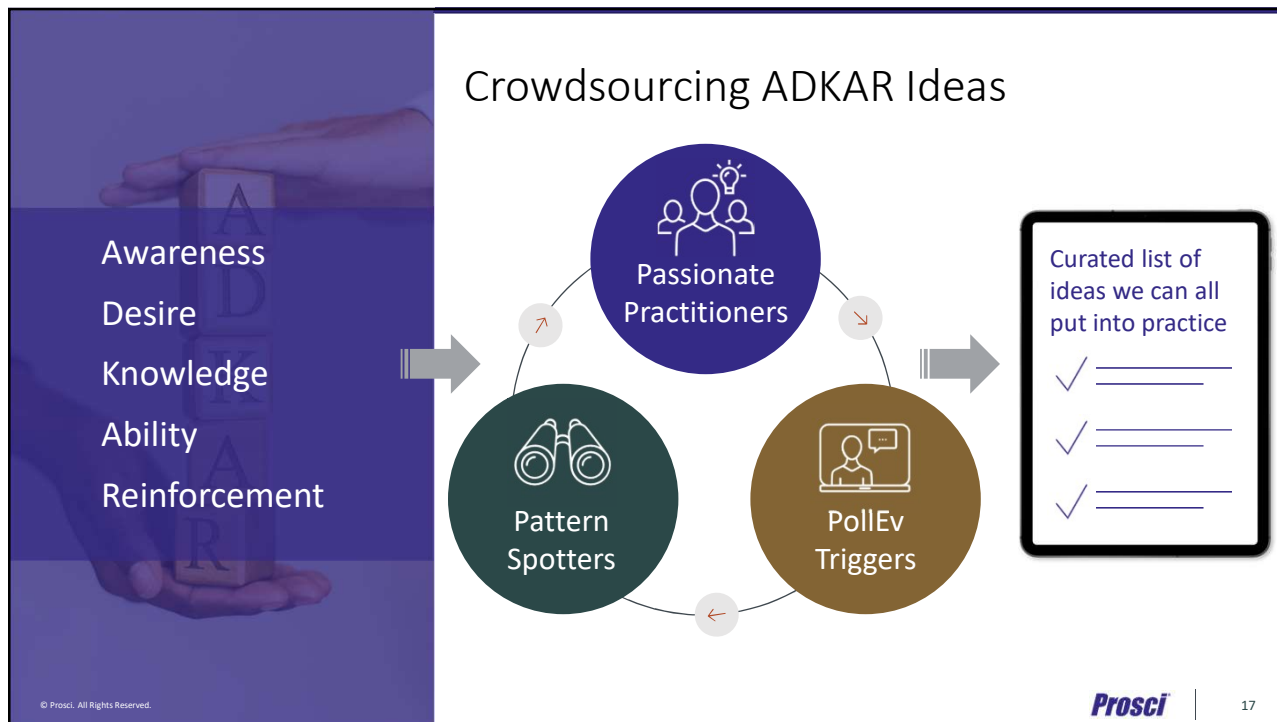
Prosci

15

15



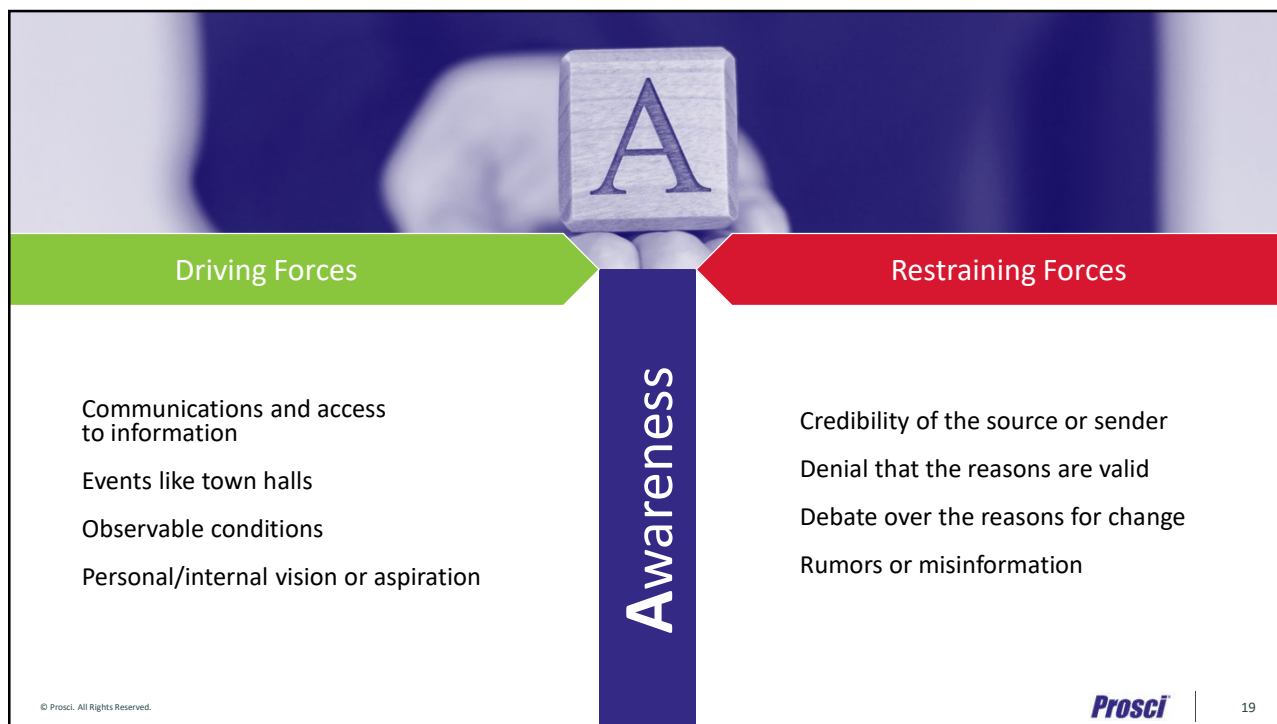
16



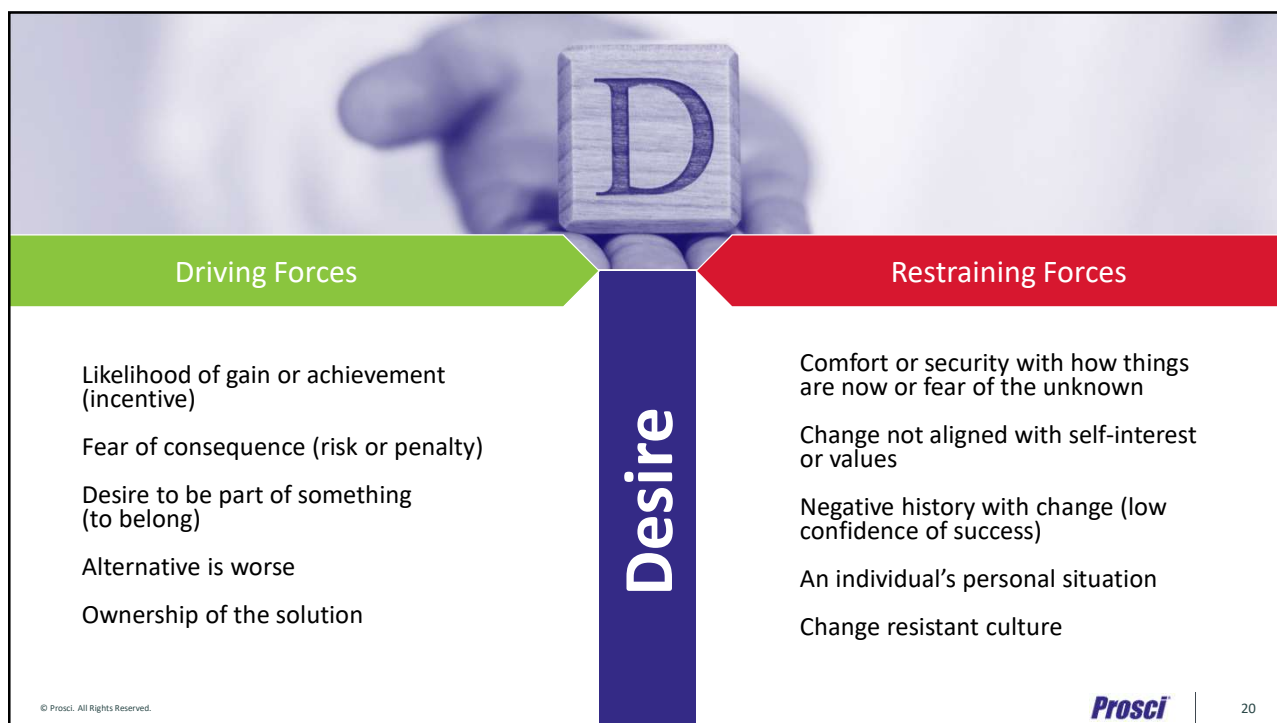
17



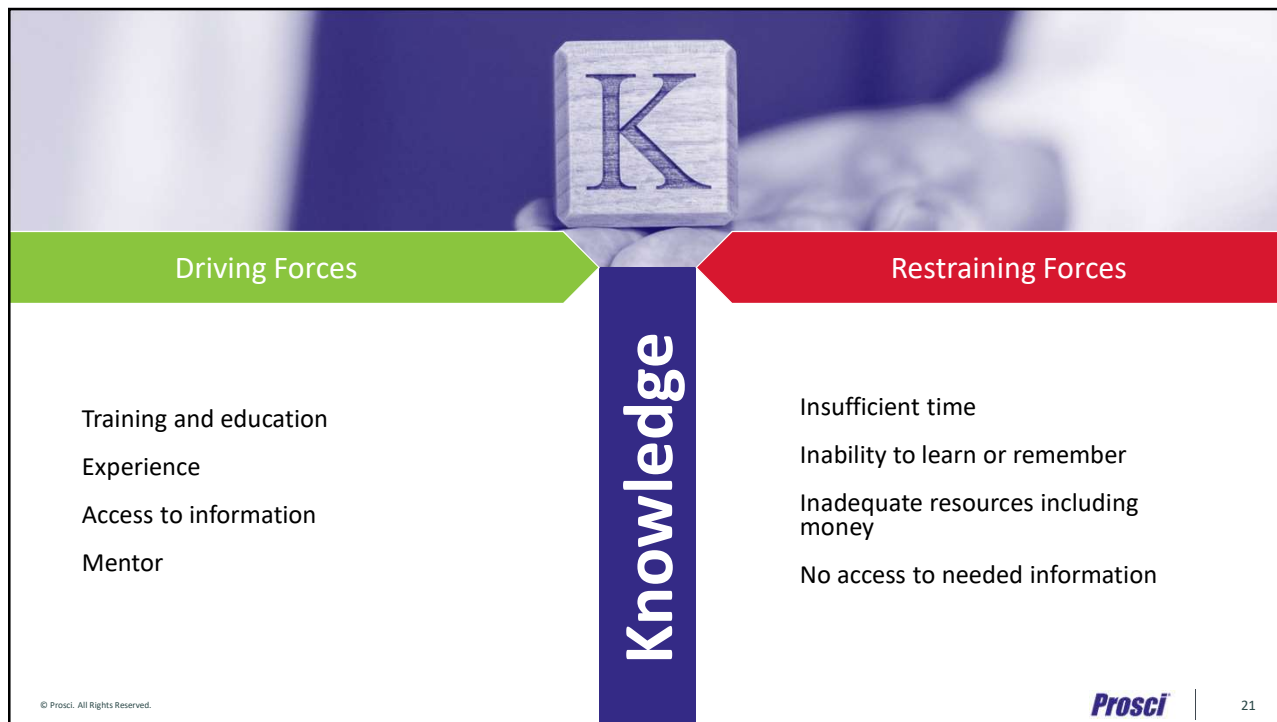
18



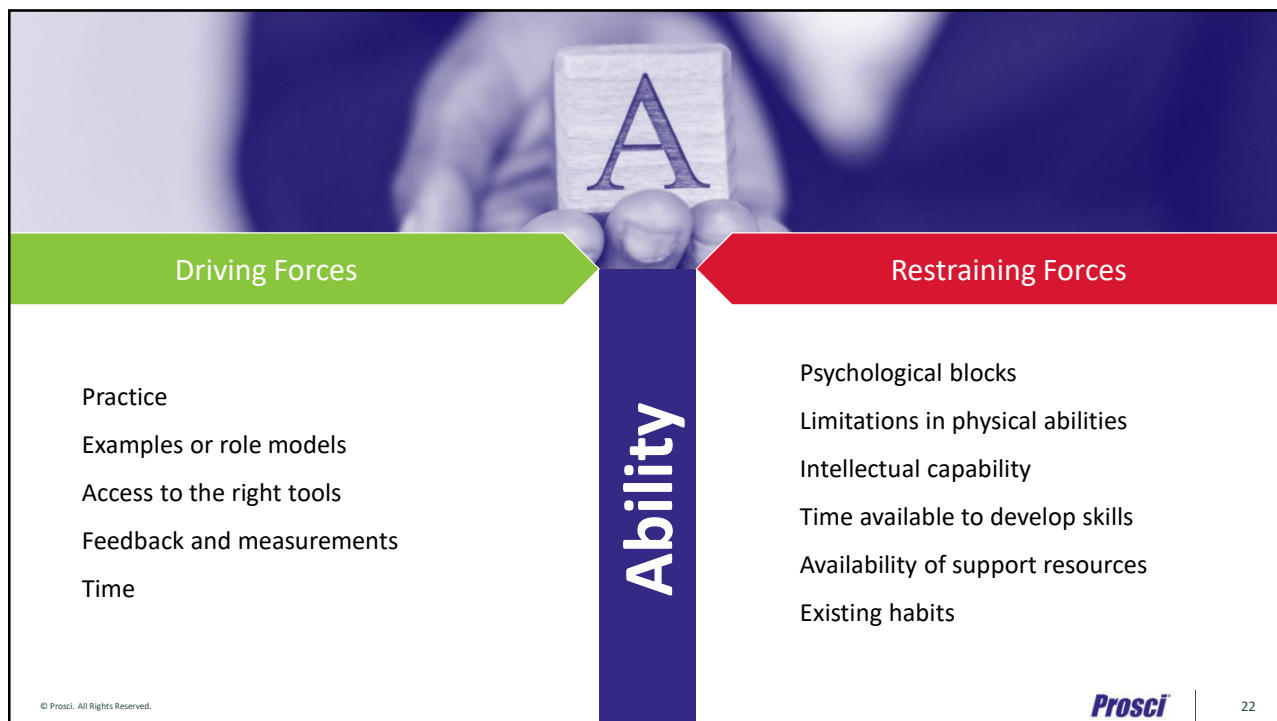
19



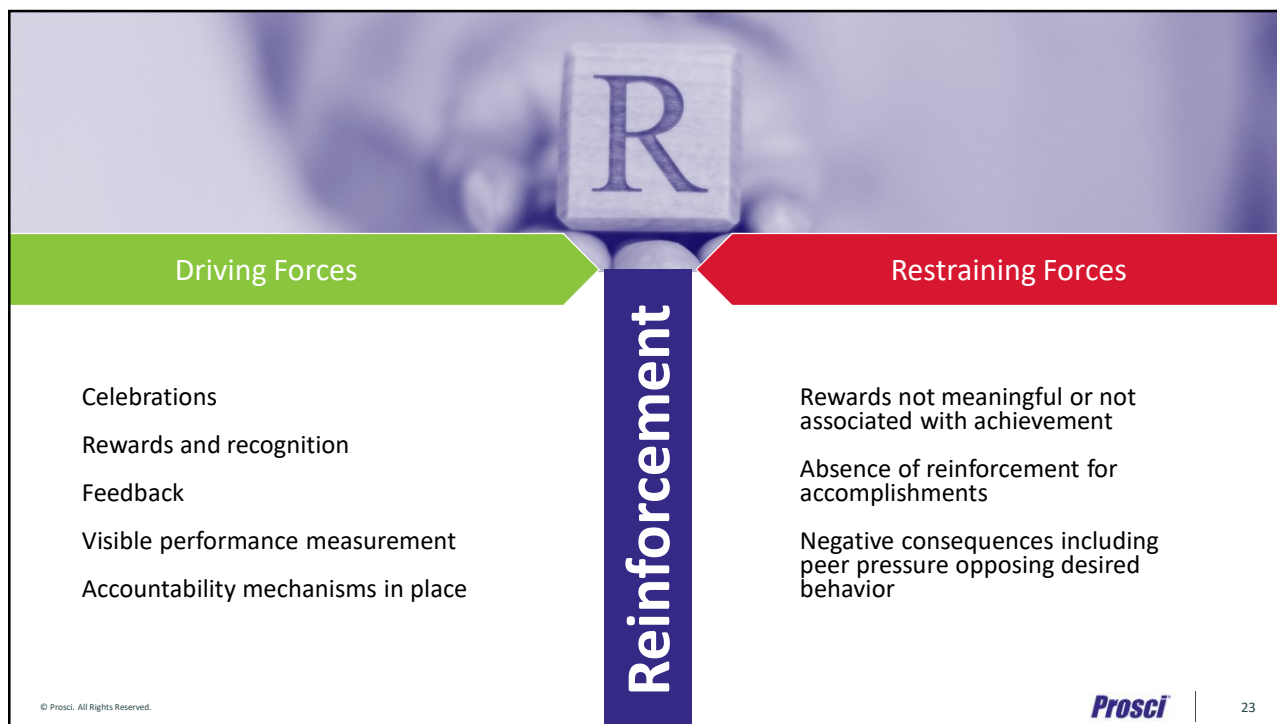
20



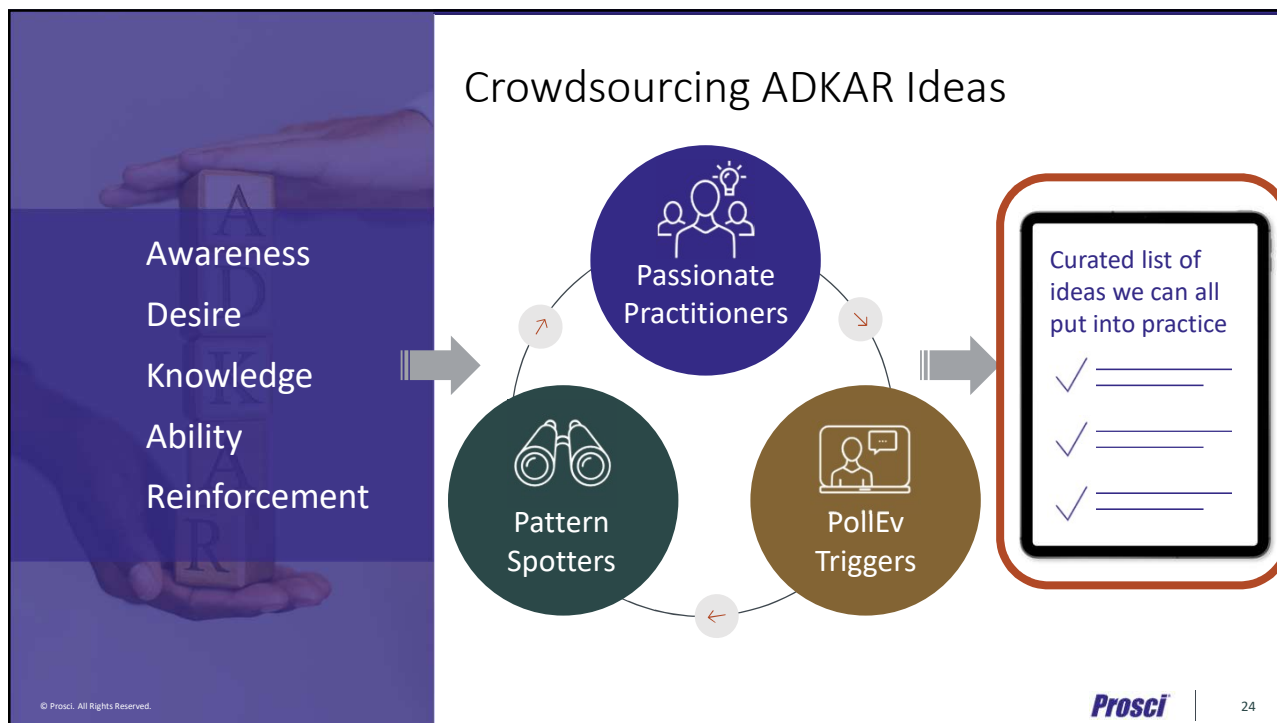
21



22



23



24



How might we aim ADKAR at
today's change challenges?

ADKAR Foundations
Our Shared Change Challenges
Aiming ADKAR

25



Your global partner for change success

solutions@prosci.com | +1 970 203 9332 | prosci.com

Prosci[®]
PEOPLE. CHANGE. RESULTS.™

26

NEW – VIRTUAL INSTRUCTOR-LED CERTIFICATION



"If someone is in my shoes where I was very anxious to take this course and start applying it right away; I would advise them whole heartedly jump in, do it now!"

- Sue T, inaugural VILT program, March 17-19, 2020

Learn to apply **industry-leading** methodology and tools to build CM **strategies and plans**

Upcoming open sessions

April 7-9 Remote delivery

April 14-16 Remote delivery

April 21-23 Remote delivery

April 28-30 Remote delivery

** call to learn more*