

4-PART SERIES: CHANGE MANAGEMENT IN LEARNING

How to Make Learning Stick, Scale, and
Deliver Real Performance



TRAINING ALONE DOESN'T CHANGE
BEHAVIOR. CHANGE MANAGEMENT DOES.



Part 1: Learning *is* change.

Treat change like the engine, not the afterthought.

New skills = New behaviors = New ways of working

Learning doesn't happen in a vacuum; it changes how people think, act, react, and collaborate.



If we want learning to stick, we must:

- Prepare people for what's changing
- Support them as they try new behaviors
- Reinforce the shift long after the workshop ends

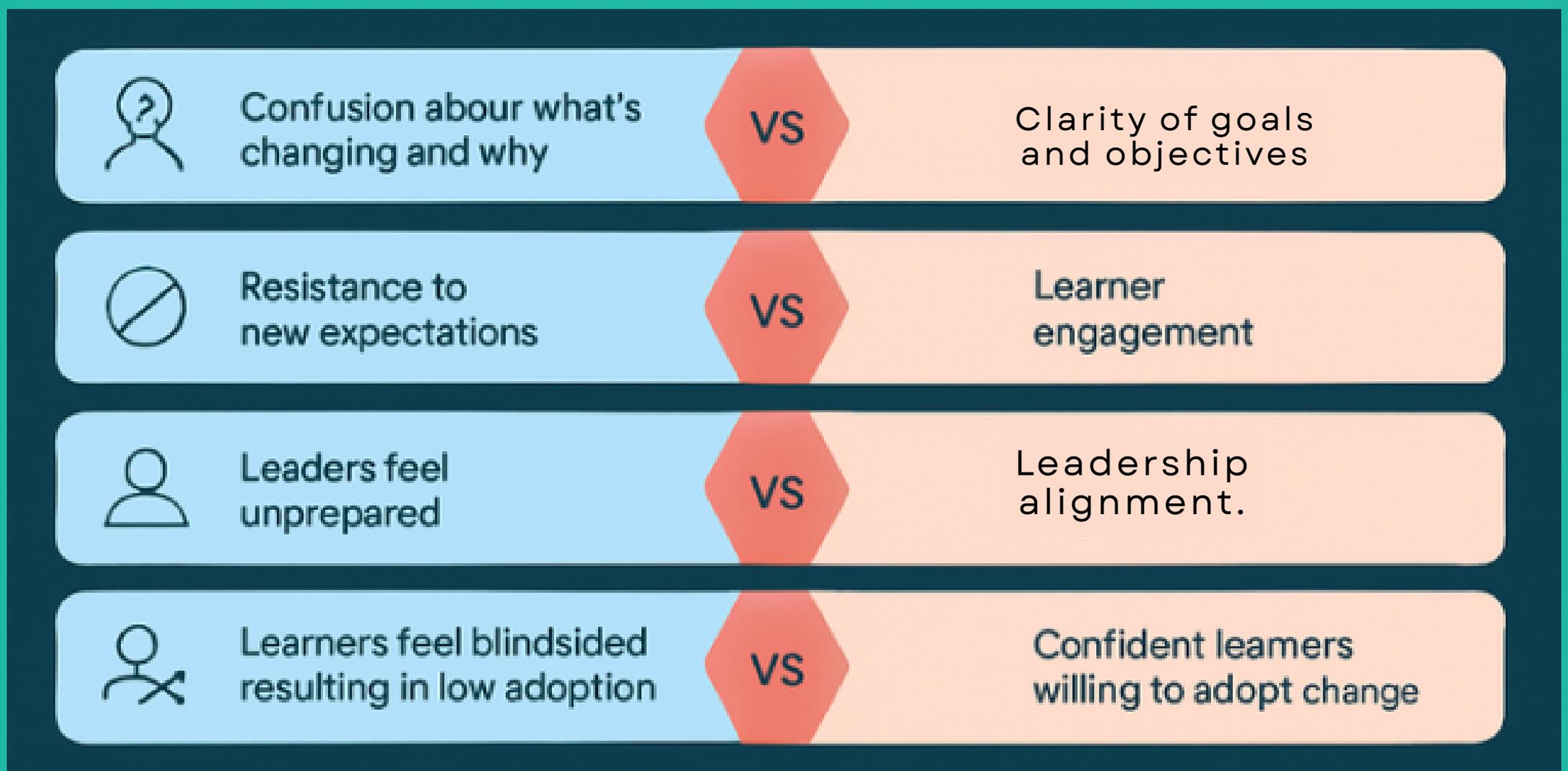


Part 2: Change Management - The Missing Engine Behind (Almost) Every Learning Intervention

Change management isn't decoration. It's the infrastructure that makes learning stick.

Change management as an after thought creates:

Change management as part of L&D strategy:



Build it in early or pay for it twice: once in rework then again in lost impact.



Part 3: Change Models L&D Can (Really!) Use

Choose the right level of change support for your learning intervention.

1. SIMPLE PROGRAMS: Awareness → Action → Accountability
A lightweight model for straightforward skills training. Build awareness, prompt action, reinforce accountability.

2. MID-COMPLEXITY PROGRAMS: ADKAR
(Awareness, Desire, Knowledge, Ability, Reinforcement)
A structured, people-centered model that supports behavior change without overwhelming the process.

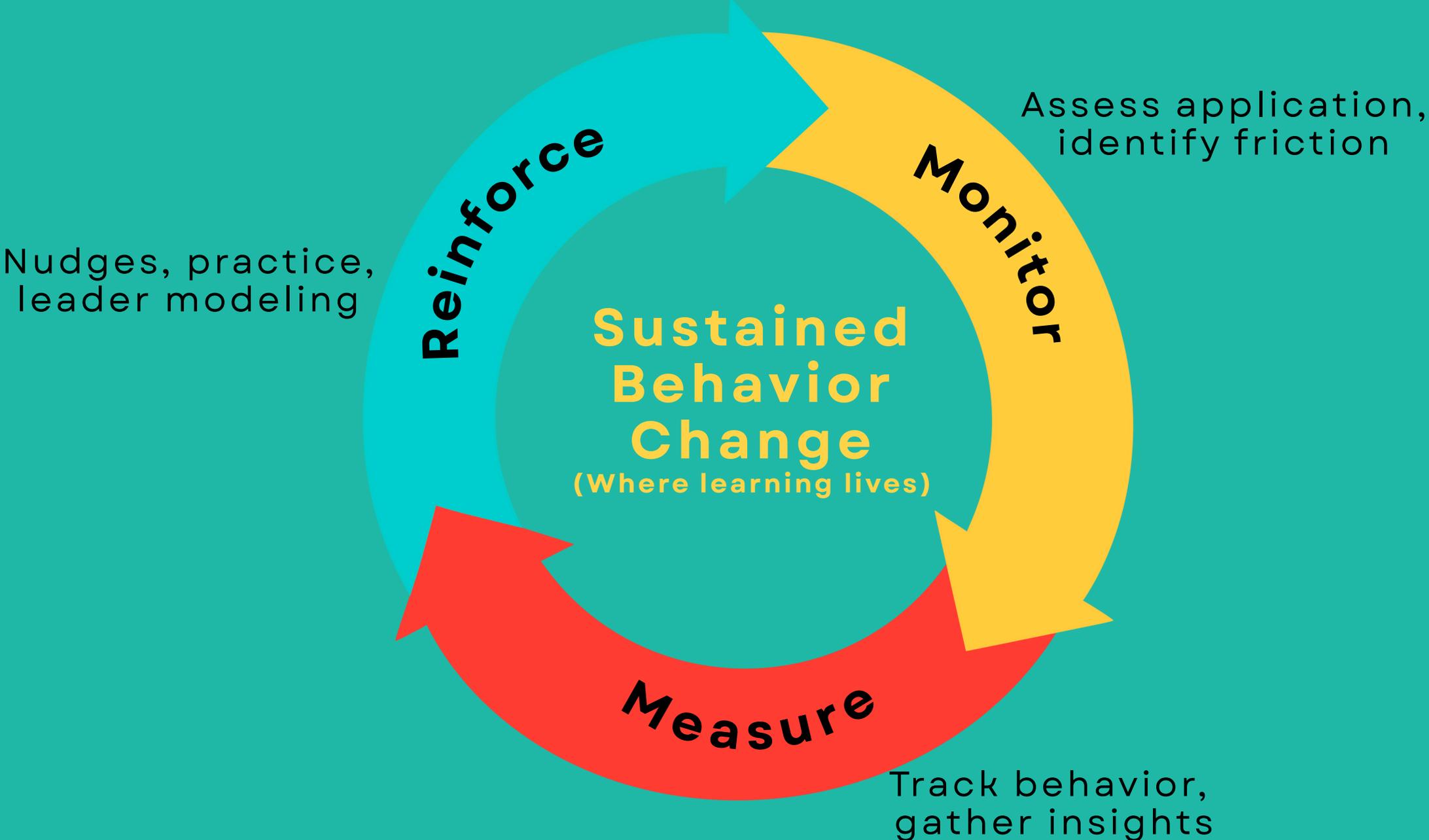
3. COMPLEX, ENTERPRISE-WIDE INITIATIVES: Kotter or Bridges
Robust frameworks for navigating deep cultural or organizational shifts. Ideal for transformations that require sustained leadership alignment.

The goal isn't to choose the "perfect" model. It's to choose a model and use it intentionally.



**Part 4: Embed change management
in your learning and development strategy.**

Sustained change requires ongoing support.



Build the loop. Sustain the change. Prove the impact.



Want more conversation and collaboration on all things L&D?



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on Change Management in Learning on my
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