

ADKAR

an outcome-oriented process



AWARENESS

What is the why of change?

Is it an opportunity, a constraint or a problem?

What is change needed now?

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DESIRE

What do we have to gain from change?

What do we have to lose by not making the change?

KNOWLEDGE

What information do we need and how do we get it?

What are the expectations from me?

What will be the impact on me?

When and how will the change be implemented?

Who are the people involved?

Whom can I ask for help?

ABILITY

What practical abilities do I need to implement this change?

What tools and resources do I need?

What abilities do I need to acquire or improve?

How long do I need to do that?

REINFORCEMENT

How will we measure progress towards desired change?

What are the consequences of this change?

When we encounter problems, what will we do?



