



# Prosci ADKAR Model Example

## Useful Tool for Successful Change Management

<b>A</b>	<b>D</b>	<b>K</b>	<b>A</b>	<b>R</b>
<b>Awareness (What is Changing)</b>	<b>Desire (Support the Change)</b>	<b>Knowledge (How to Change)</b>	<b>Ability (Implement the Change)</b>	<b>Reinforcement (Sustain the Change)</b>
Explain what is changing.	Ask if they will support the change.	Understand what they need, so they can confidently know how to change.	Apply the skills and behaviors needed to put the change into practice.	Sustain the change through continuous training, performance tracking, and other reinforcement actions.
Explain the need for the change and how it will impact them.	If not supporting the change, ask why they are hesitant, identify the real concern, and address it to move them forward.	Provide the information and training that equip them to change with clarity and confidence.	Create opportunities for hands-on practice and follow up with coaching that strengthens their ability to change.	Celebrate progress and hold people accountable for consistent adoption.