

- 0:05 Hi, it's great to see you again. In today's video, we will be discussing the ADKAR model. Jeff Hyatt the founder of Prosci developed the ADKAR model in 2003, is the way to address both the organizational and the people dimensions of change. Hyatt argued that in order for any business to be successful with leading change, it has to address the organizational and the people dimensions simultaneously.
- 0:31 ADKAR helps quickly identify any existing misalignment and deploy corrective action where it's needed.
- 0:39 This will allow the process of change to regain momentum.
- 0:44 The organizational dimension must be led through a series of sequential steps. Those steps are, one identify a business problem or a need for change. Two, determined project scope, objectives and timelines. Three, develop a solution. Four, implement a new solution.
- 1:06 The people dimension is addressed through each element of ADKAR. You probably have guessed that ADKAR is an acronym. It stands for the following five elements. Awareness of the need to change, which is achieved through communication. Desire represents a level of enthusiasm and willingness to engage with and support change.
- 1:28 Typically, desire is supported through leadership, sponsorship and change resistance management. Knowledge answers a question of how to change, knowledge is developed through proper training or coaching.
- 1:44 Ability is about implementing change, is the required performance level. Ability is typically achieved through training and practice over time.
- 1:54 Reinforcement of new behaviors is achieved through adoption rate evaluations, correction and celebration of successful change. Each of the steps must be complete in sequential order for the change to be successful. Now let's look at the ways the model can be used.
- 2:12 ADKAR can be used for creating a well rounded change management plan by addressing each dimension of ADKAR through the project.
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- 2:29 For example, during preparation, you could address awareness of the need for change. Possible ways of doing so could include town halls, focus groups, surveys etc. ADKAR can also be used as a tool for transitioning an individual person through change. By completing in the ADKAR personal worksheet template, you can identify change barrier points which will become your areas of focus if you decide to take action. When using this model for mentoring, I recommend using it in conjunction with the grow model would discuss in course two. Grow model is a framework for mentoring and coaching. Grow stands for goal, reality, opportunity and way forward. ADKAR can be used as a diagnostic tool, is an organizational or team level. By regularly gathering score data for multiple workgroups, you can identify trends, patterns and where to focus attention and efforts.
- 3:30 Workgroups, departments or divisions can have their unique challenges, which should be addressed in a way similar to addressing individual change.
- 3:40 Like with any other change management model using ADKAR consistently will allow you to compare as you move from one team to another, from one organization to another from one individual to the next.
- 3:54 It also comes in handy when you want to evaluate your own performance, identify patterns across multiple projects and compile a body of knowledge for training to change in specific industries or organizations.
- 4:08 I use ADKAR when creating communication plans for a project.
- 4:13 I also use it when developing a comprehensive project plan.

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As a part of the change management component, I design and build activities that would allow the project team to address each dimension of the people side of change. From personal experience, I can tell you that you can never overemphasize the people dimension of change. It's always better to cover in the dress gaps in different ways, formats and different levels of an organization than to regret later that you have not done enough. When integrating change management into a project plan, start as early as you possibly can.

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I usually started once the envision statement has been developed, and I have an idea what we're looking to achieve and can then start facilitating conversations with various stakeholders. To summarize ADKAR is a powerful tool for helping leaders plan for the organization and the people dimensions of change simultaneously.

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It provides a structure for making sure that changes successfully implemented by employees and sustained after the project is complete.

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In the next video, we will focus on bridges transition theory. See you there.