**THE ADKAR MODEL**

**Overview**

The Prosci® ADKAR® Model provides a simple and action-oriented framework for taking control of change. The ADKAR® Model was first introduced in 1999 as an outcome-oriented approach to facilitate individual change. The model has taken hold as an easy-to-use and proven Change Management method, and is now one of the most widely used change management models in the world.   
  
Effective Change Management requires control of the five key building blocks that form the basis of the Prosci® ADKAR® Model. Individuals make changes successfully when they have the necessary Awareness, Desire, Knowledge, Ability and Reinforcement. Users of Prosci's ADKAR Model have the outcome-orientation to change that enables successful personal transitions and achievement of organizational results. 

* **Awareness** of the need for change
* **Desire** to participate and support the change
* **Knowledge** on how to change
* **Ability** to implement required skills and behaviors
* **Reinforcement** to sustain the change

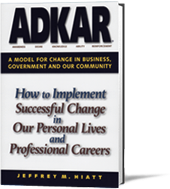


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#### Applications for ADKAR®

For a group of individuals, ADKAR® can be used to guide Change Management activities and manage resistance to change. The key to the model's success lies in its simplicity and its ability to capture the essence of individual change and the desired outcomes.   
  
Change Management practitioners apply the Prosci® ADKAR® Model as a conceptual model for understanding how individuals achieve change and as a diagnostic tool for identifying root causes of resistance.   
  
The model is most often used by managers to diagnose employee resistance to change, help employees transition through the change process, and create an action plan for professional development during change periods. The stages of the model are sequential and cumulative. When the ADKAR® elements are achieved, change occurs at an individual level. Organizational outcomes are the cumulative result of these individual changes.   
  
In 2006, Prosci released the first complete text on the Prosci® ADKAR® Model in Jeff Hiatt’s book,*ADKAR: A model for change in business, government, and our community.*

#### The ADKAR® Book

*"If you are looking for a change management methodology that is easy to grasp and apply, this book has it. I found the ADKAR Model sufficiently robust to be applied in a wide variety of organizational settings. ADKAR is not a buzz word or the latest fad; it is a sure and practical pathway for all organizations implementing change."* Rahul Sur, Management Consulting Officer and Learning Coordinator

Over the past several years, ADKAR has become the most sought-after model from the Change Management Learning Center, with adoption by many Fortune 100 companies, the US Department of Defense and other government agencies around the world. Many companies that provide change management training for their managers choose this model as the primary tool for working with employees during change.

The ADKAR® Model, developed by Jeff Hiatt and validated and enriched by research at Prosci for more than a decade, is fully presented in the ADKAR Book. With more than 100,000 copies in print, the ADKAR book is a solid reference for every change management professional. Order today through Amazon.com or at the [Change Management Learning Center](http://www.change-management.com/adkar-book.htm).

#### Bringing ADKAR® to Your Organization

**Training**

Prosci offers public open enrollment and onsite training on ADKAR for change management professionals, managers and supervisors. Prosci's open enrollment programs continue to sell-out well in advance of their scheduled dates, highlighting the growing market demand for Prosci’s Change Management methodologies and tools. Prosci offers more change management training than all other providers combined. [Enroll today at Prosci's Change Management Learning Center](http://www.change-management.com/change-management-training.htm) 

**Licensing**

If you are ready to teach change management internally, or customize Prosci's processes and tools to match your organization's needs, licensing is the best option for you. The most progressive organizations are using licensed content to build organizational change competency, including language translations and integration with internal processes such as project management. Call +1-970-203-9332 and ask to speak to an Account Manager for more information.

**Products**

Prosci's products bring you change management models and tools in a variety of formats and media, allowing you to choose the product that best meets your needs. Prosci's research reports, books, toolkits and online applications make change management easy to apply. View the complete list of products at Prosci's [Change Management Learning Center](http://www.change-management.com/bookstore.htm) 

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