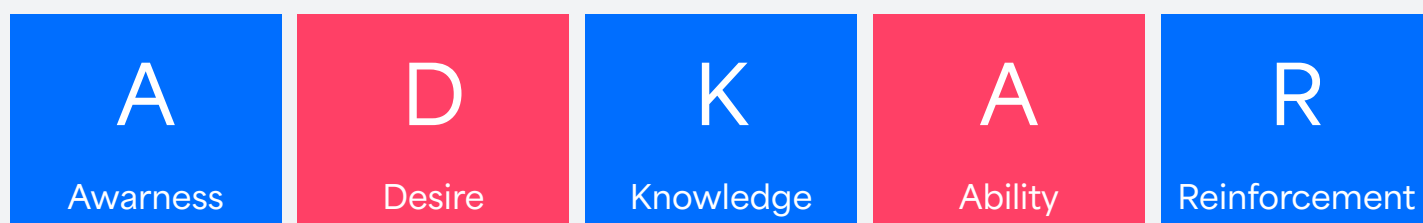


The ADKAR Change Model

WHAT IS THE ADKAR CHANGE MODEL

The ADKAR Change Model was developed by Jeff Hiatt at Prosci in the late 1990s. It is a practical framework for understanding how individuals move through change. The name ADKAR is an acronym for the five key stages of change that people need to progress through for change to be successful.



The five stages are:

Awareness: Recognising why change is needed.

Desire: Wanting to engage with and support the change.

Knowledge: Knowing what to do and how to do it.

Ability: Putting new skills and knowledge into practice.

Reinforcement: Making sure the change is sustained over time.

For mentors, ADKAR is useful because it provides a way to diagnose where mentees or their teams may be struggling in the change process. If someone understands the need for change but lacks the desire to act, the mentor can explore motivation. If they have knowledge but not ability, the mentor can help identify practice opportunities or resources. This helps ensure the right support is offered at the right time.

Example: Dan, who owns a small chain of bike shops, introduced an online booking system for repairs. At first, his staff resisted the idea, doubting customers would use it. By applying the ADKAR stages - building awareness of the problem, sharing stories to create desire, offering training for knowledge, supporting ability through practice, and reinforcing success once customers praised the system - Dan was able to help his staff adopt the new system successfully.