

ADKAR Model

- **Awareness** - Know why a specific change is necessary
- **Desire** – Motivation to participate in call for change
- **Knowledge** – Know how to change. Knowing why you must change is not enough
- **Ability** - Every individual must implement new skills and processes to make necessary changes happen
- **Reinforcement** - Sustain changes, make them new behavior, avert tendency revert back to old processes

