

The Many Uses of ADKAR®

The **Prosci ADKAR Model** was developed in 1998. Since then, thousands of change leaders have used it to improve their change results. We asked over 400 participants in our Applications of ADKAR study how they use the ADKAR Model.

This is what we learned!

Why Most People Use the ADKAR Model

Across the board, people say the ADKAR Model:

“

Offers a structured approach for the people side of change: ADKAR is not just a way of talking about change, but also provides a framework for change management.



“

Is easy to use: ADKAR distills the change process into the most basic yet critical elements, making it very easy to use.



How We Use the ADKAR Model

“The model was clear enough that I could use it to **diagnose the situation** as well as **explain how change works** for individuals.”

“The ADKAR Model provides a straightforward approach in **evaluating where individuals or groups are at within the change process.**”

“ADKAR provides a **logical framework** that can be applied to any project type and offers flexibility to **tailor the depth of activities** needed.”

“**Simple and practical** for our members at all levels of the organization. Most importantly, it is **easy to remember and discuss** in terms of change.”

“By integrating ADKAR, the project had a **strategy and a plan** to involve employees, create champions, and engage people in the change before it happened.”

“Often change conversations can be difficult. With ADKAR in mind, **managers can ask questions that will get to the heart of the challenge.**”

“**Senior leaders understand that their role in successful change** is more than approving the budget and sitting at steering committee meetings.”



7 Different Ways of Using the ADKAR Model

1 Leverage a Structured Approach and Methodology

Change can be ambiguous and difficult to strategically manage. The ADKAR Model provides the necessary structure and articulates the outcomes for change management activities.

2 Facilitate Individual Change

The ADKAR Model describes the building blocks an individual needs to change successfully and helps individuals move through the change process.

3 Measure Change Outcomes

The ADKAR Model provides a measure of where individuals are in the change process so change management activities can be tailored and timely.

4 Create Common Language

The ADKAR Model provides employees across the organization common words and phrases to describe change; with everyone speaking the same language, change can move forward.

5 Integrate with Project Management

Achieving results requires more than just “finishing the project.” The ADKAR Model drives benefit realization with a focus on adoption and usage in support of project execution.

6 Empower Managers

Managers are one of the most important allies in change. The ADKAR Model equips them with the tools they need to understand and coach their employees through change.

7 Equip Senior Leaders

The ADKAR Model provides a way for senior leaders to view change as a process instead of an instantaneous shift and helps them connect their actions to this process.

Study Insights Prevalence and Effectiveness



Study participants identified their uses of the ADKAR Model and how effective each use was.

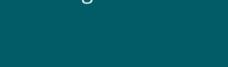
Here's what they shared.

Use Case	Prevalence	Effectiveness
Leverage a structured approach and methodology	80%	95%
Facilitate individual change	45%	95%
Measure change outcomes	44%	91%
Create a common language for change	34%	98%
Integrate with project management	34%	90%
Empower managers	32%	87%
Equip senior leaders	25%	97%

ADKAR

The Prosci ADKAR Model is based on the understanding that organizational change can only happen when individuals change. The ADKAR Model focuses on individual change – guiding individuals through a particular change and addressing any roadblocks or barrier points along the way.

Get more data and insights on the ADKAR Model, along with Prosci's entire library of change management research, when you [subscribe to Research Hub](#).



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