

ADKAR Review

ADKAR Element	Definition	What You Hear	Triggers for Building
A	Awareness Of the need for change	"I understand why..."	Why? Why Now? What if we don't?
D	Desire To participate and support the change	"I have decided to..."	WIIFM (What's in it for me?) Personal motivators
K	Knowledge On how to change	"I know how to..."	Need to know during Need to know after
A	Ability To implement required skills and behaviors	"I am able to..."	Barriers/Capacity Practice/Coaching
R	Reinforcement To Sustain the change	"I will continue to..."	Measurements Sustainment