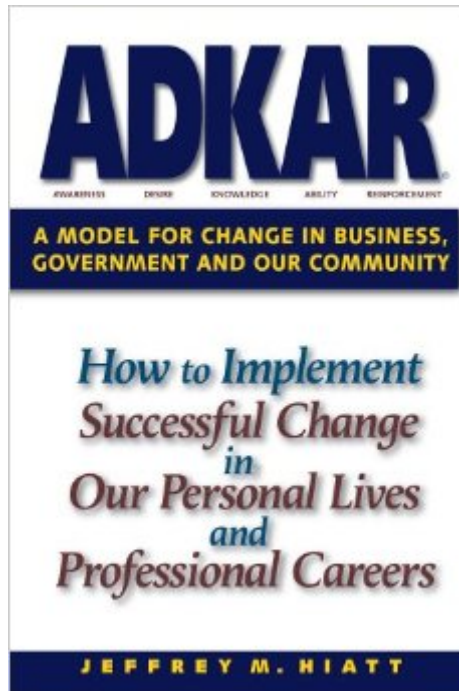# ADKAR: A Model For Change In Business, Government And Our Community

Synopsis

Why do some changes fail while others succeed? How can you make sense of the many tools and approaches for managing change? How can you lead change successfully, both in your personal life and professional career? After more than 14 years of research with corporate change, the ADKAR model has emerged as a holistic approach that brings together the collection of change management work into a simple, results oriented model. This model ties together all aspects of change management including readiness assessments, sponsorship, communications, coaching, training and resistance management. All of these activities are placed into a framework that is oriented on the required phases for realizing change with individuals and the organization. The ADKAR perspective can help you develop a "new lens" through which to observe and influence change. You may be working for change in your public school system or in a small city council. You may be sponsoring change in your department at work. You may be observing large changes that are being attempted at the highest levels of government or you may be leading an enterprise-wide change initiative. The perspective enabled by the ADKAR model allows you to view change in a new way. You can begin to see the barrier points and understand the levers that can move your changes forward. ADKAR allows you to understand why some changes succeed while others fail. Most importantly, ADKAR can help your changes be a success. Based on research with more than 1100 companies from 59 countries, ADKAR is a simple and holistic way to manage change.

Book Information

Paperback: 146 pages

Publisher: Prosci Learning Center Publications; 1st edition (August 1, 2006)

Language: English

ISBN-10: 1930885504

ISBN-13: 978-1930885509

Product Dimensions: 0.5 x 5.8 x 8.8 inches

Shipping Weight: 6.4 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 starsÂ Â See all reviewsÂ (67 customer reviews)

Best Sellers Rank: #39,482 in Books (See Top 100 in Books)   #12 inÂ Books > Textbooks > Business & Finance > Business Development   #81 inÂ Books > Business & Money > Processes & Infrastructure > Organizational Learning   #238 inÂ Books > Textbooks > Business & Finance > Economics

Customer Reviews

ADKAR is an acronym for Awareness, Desire, Knowledge, Ability, and Reinforcement. ADKAR is Jeff's force field model for leading people through a change project. According to the author, it is about managing the people side of change, not project management, software revision change or another definition of change management. Using the ADKAR model can help you help employees navigate from the old way of working to a new way of doing their job in the shortest, most efficient way. Less resistance, more engagement. And we all know that engaged people are more productive.The author, Jeffrey Hyatt, is the president of Prosci Research and founder of the Change Management Learning Center. He has completed seven worldwide benchmark studies over the last thirteen years, and has developed a training program that reaches across the globe. He is also one of the founders of the newly formed ACMP (Association of Change Management Professionals). This, in my opinion, makes him an expert on the subject. Given the amount of research he has done, ADKAR is certainly worth reading and testing out. At the very least, you will have a greater understanding of what people go through during change.ADKAR is also a great starting point for understanding why projects go south. The book has a lot of what to do, how to do it, and who is responsible for doing it. You will learn about identifying barrier points at each of the five phases and what to do about it. If you read Jeff's book, absorb the learning, and follow his suggestions, its likely see improved results on your next project. Considering 70-85% of all change projects fail, any tool that helps you analyze and correct is worth a try. I am already applying lessons learned on existing projects and it has been quite helpful.

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