

# THE ADKAR MODEL FOR COMMUNICATING CHANGE



## Meet Maria.

Maria has been exercising regularly for the last few years and follows a regular exercise regimen to stay healthy and active. She notices she feels more energetic since she exercises.

Her best friend John regularly complains that he has no energy and wishes he was more active. After listening to John, Maria believes she can help him become more active by using the ADKAR change model.

### A Awareness

*Knowing there is an opportunity to change*

Maria realizes that for John to want to make a change, he needs to see that change is an option.

Maria sees a new documentary about active living and thinks this could be the perfect opportunity to make John more aware. She invites him over and they watch it together.

After, Maria says, "John, do you think you could benefit from being more active?"



### D Desire

*Wanting to make the change*

John responds to Maria's question "Of course I know I should be more active, but there are so many other things I'd rather do."

Maria realizes John has the awareness he needs to make the change, but no desire. She knows for a change to actually happen, he has to want it.

"I get it, John. I am really busy too. But exercising, in the long run, helps you feel better and gives you more energy, so you are actually able to do the other things you like doing!"



### K Knowledge

*Knowing how to change*



A couple of days later John gives Maria a call and says he'd like to try getting back to the gym.

Maria remembers how overwhelmed she was when she first started going to the gym.

She realizes John needs the knowledge of how to workout before he starts working out.

Maria creates a custom training plan and meets John at a coffee shop to explain it.



### A Ability

*Having the skills to make the change*

Now that John understands the theory behind exercise and how to structure a workout, Maria walks him over to the gym.

She has scheduled time with a personal trainer who can show John the proper form and technique so that he has the ability to workout on his own.

At the end of the session, Maria introduces John to other people who can help if he has any questions.

Maria and John agree to go to the gym together four times the next week.



### R Reinforcement

*Continuing the change*

As time goes on Maria and John don't always go to the gym together, but she still agrees to go along with him whenever he needs to be encouraged and supported.

Not only does Maria help John reinforce the change, but John starts to feel better and has more energy, which makes him want to continue.

One day, Maria is walking home from work and sees John running down her block. John shouts "I am so glad you got me into exercising! Now there is nothing I'd rather do with my time- I'm training for a marathon!"

