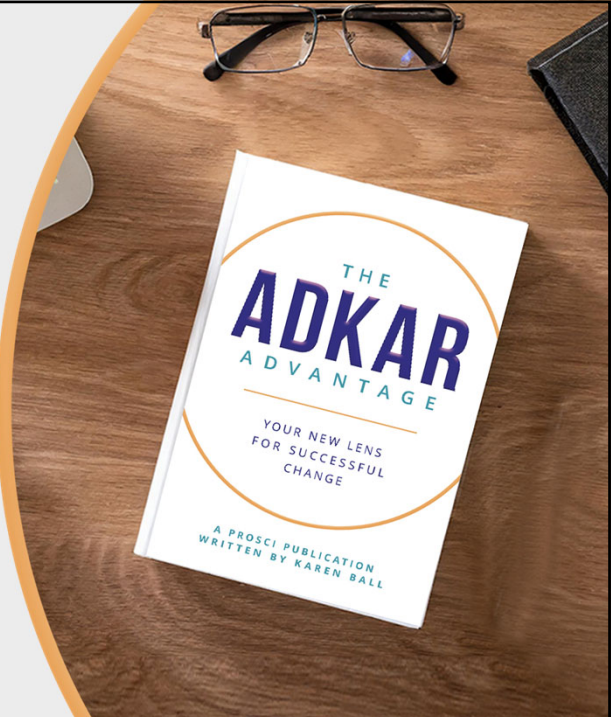
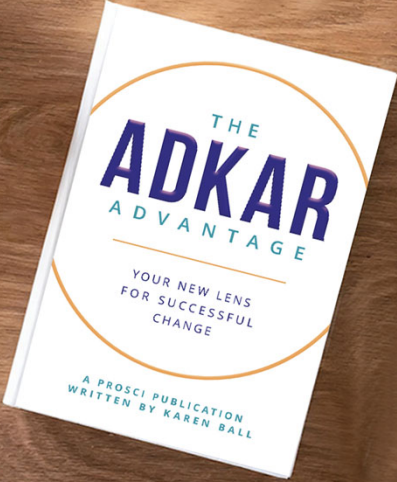


The ADKAR Advantage
A Conversation with the Author

Karen Ball
Author, Senior Fellow, Prosci

Michelle Haggerty
COO & President US Market, Prosci

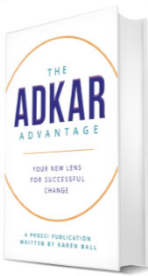
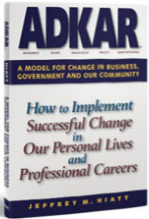


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Prosci's Latest Publication

Sheds new light on the ADKAR Model – A conceptual model and framework that makes change make sense.



Published in 2006

Published in April 2024

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That question was the catalyst that drove Jeff Hiatt in the late 1990s to uncover the secret to successful change – and develop the popular change management model known as ADKAR.

“Why do some changes fail while others succeed?”

Jeff Hiatt

Prosci’s founder and the creator of the ADKAR Model

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“The secret to successful change lies beyond the visible and busy activities that surround change. Successful change, at its core, is rooted in something much simpler: how to facilitate change with **one** person.”

Jeff Hiatt

*Prosci founder
Creator of ADKAR*

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ADKAR Model to Inform and Facilitate Individual Change

A	Awareness	Of the need for change
D	Desire	To participate and support the change
K	Knowledge	On how to change
A	Ability	To implement required skills and behaviors
R	Reinforcement	To sustain the change



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What's New and Different?

The ADKAR Advantage builds on the core content and includes:


Promise

Additional research findings and insights that validate the promise of ADKAR




Proof

Application examples and success stories that demonstrate the proof of ADKAR



Practice

The latest recommendations and guidance that advance the practice of applying ADKAR



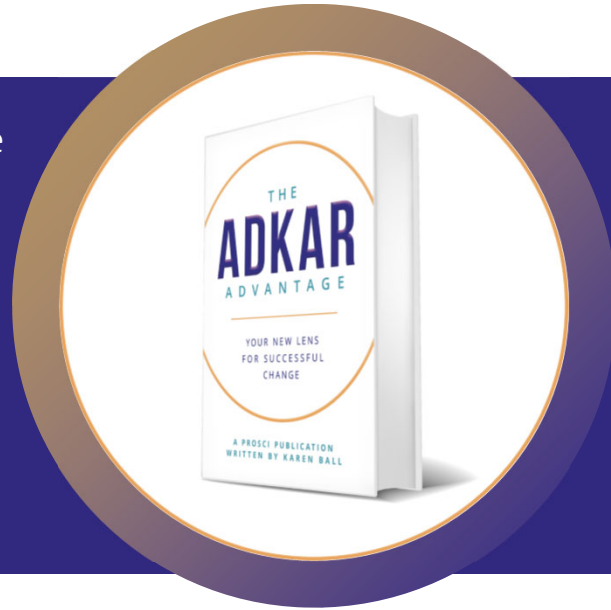
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“Through the power of narrative and story, *The ADKAR Advantage* makes ADKAR not just interesting, but relevant to the change challenges – big and small, personal and professional – that the reader experiences.”

Karen Ball, Author



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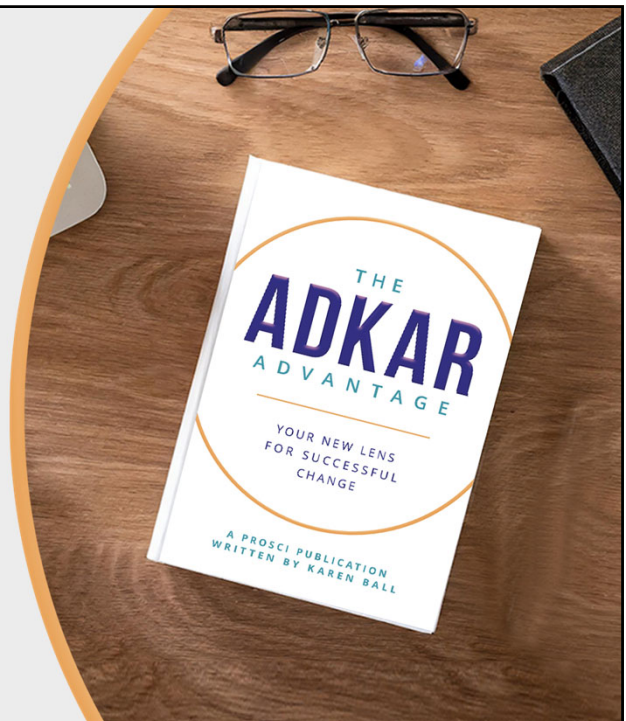
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Key Takeaway from Jeff Hiatt

ADKAR proves an outcome-based orientation for change management activities and a framework for the process.



Outcomes Desired

Activities Required

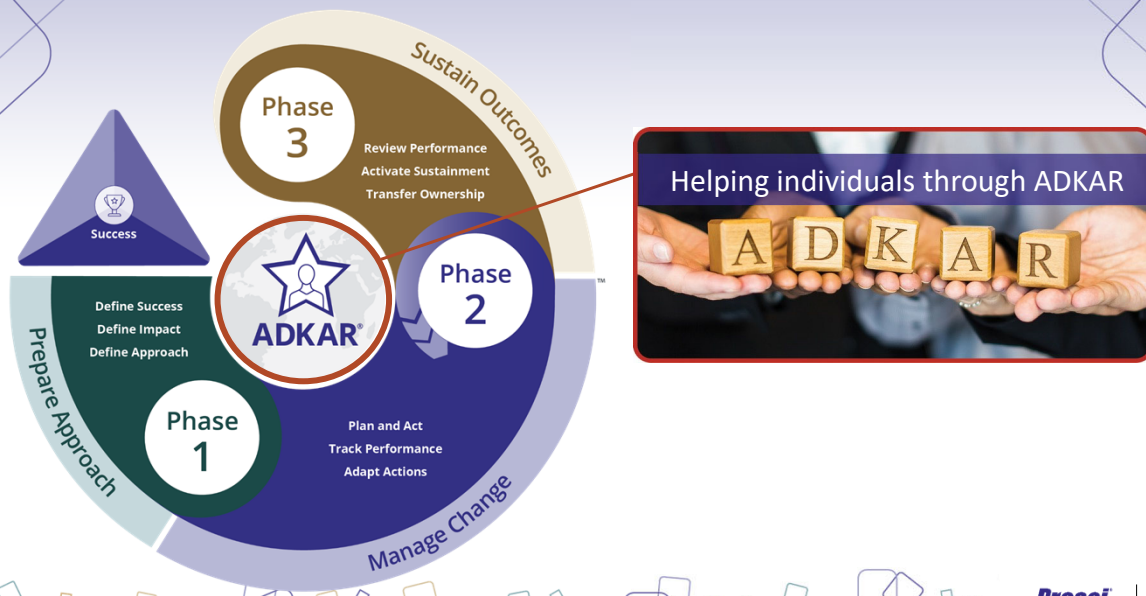
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ADKAR is at the Center of the Prosci Methodology



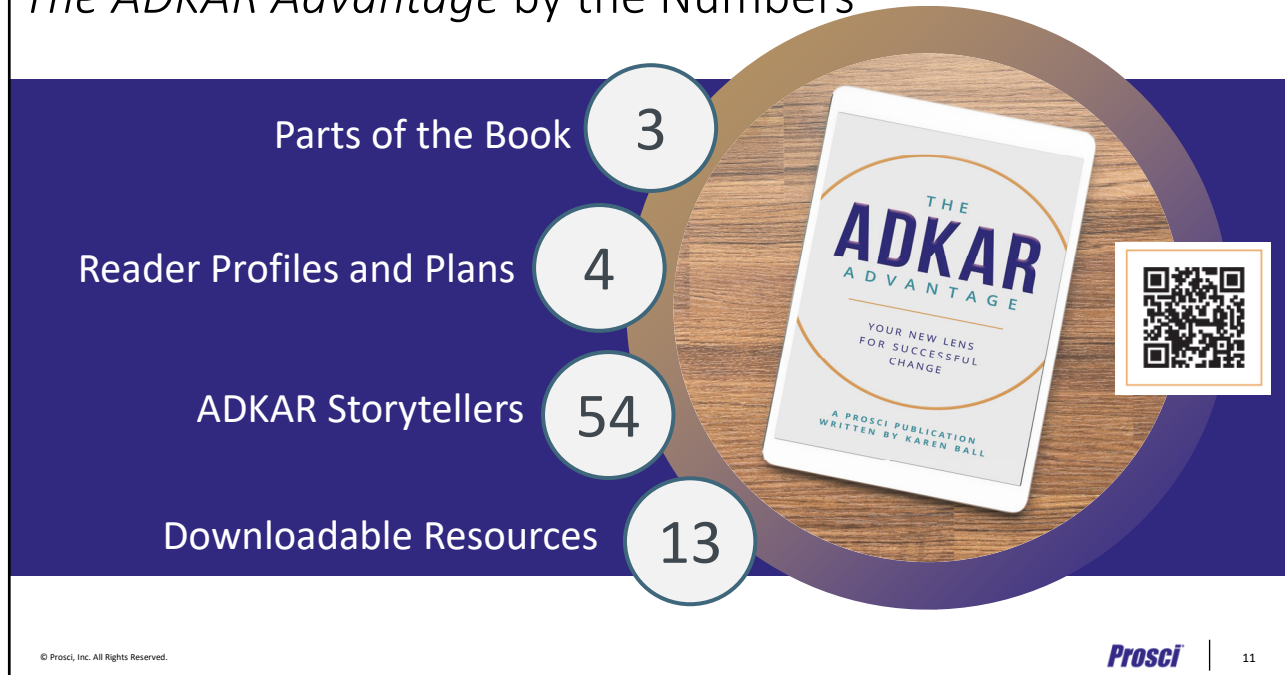
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The ADKAR Advantage by the Numbers



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The ADKAR Advantage: 3 Parts of the Book

<p>Part 1: How One Person Makes a Change</p> <p><i>Inform and facilitate individual change through actions that remove barriers and amplify drivers to successful change journeys.</i></p>	<p>Part 2: How Groups of People Make a Change</p> <p><i>Influence organizational change by integrating with structure and process, which accelerates progress and improves outcomes.</i></p>	<p>Part 3: How Organizations Become Better at Change</p> <p><i>Inspire others to build change capability by leveraging proven practices, which results in great agility and resiliency over time.</i></p>
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In-Depth “How-to” Guidance and Insights

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The ADKAR Advantage: 4 Reader Profiles and Reading Plans

“I am Most Like” Reading Plans: Guide you to the most impactful and applicable book content for you right now.



I am new to ADKAR



I am a change professional, practitioner, or project leader



I am a functional manager, people leader, or executive



I am an ADKAR enthusiast

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The ADKAR Advantage: 54 ADKAR Storytellers

These stories are both individual (a single person) and organizational changes (an organized body or group of people)

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Personal ADKAR Stories
ADKAR applied to changes in **everyday life.**

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Professional ADKAR Stories
ADKAR applied to changes in **the workplace.**

What's Your ADKAR Story?

Quotes | Examples | Long Form Stories

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The ADKAR Advantage: 13 Downloadable Resources

Exclusive resources for
readers of
The ADKAR Advantage
accessed via the QR code
or URL in the book.



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The ADKAR Advantage Knowledge-to- Ability(K-to-A) Challenges



K-to-A Challenge #1

Inform and Facilitate Individual
Change



K-to-A Challenge #2

Influence Organizational Change



K-to-A Challenge #3

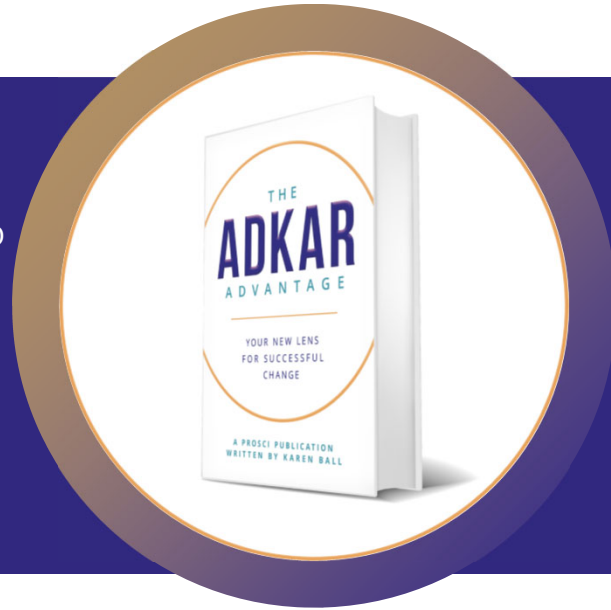
Inspire Others to Build Change
Capability

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“The ADKAR Advantage takes the reader on their own ADKAR journey. Information is shared to build Awareness, create Desire, and develop Knowledge. The resources and the K-to-A Challenges were designed to foster Ability.”

Karen Ball, Author



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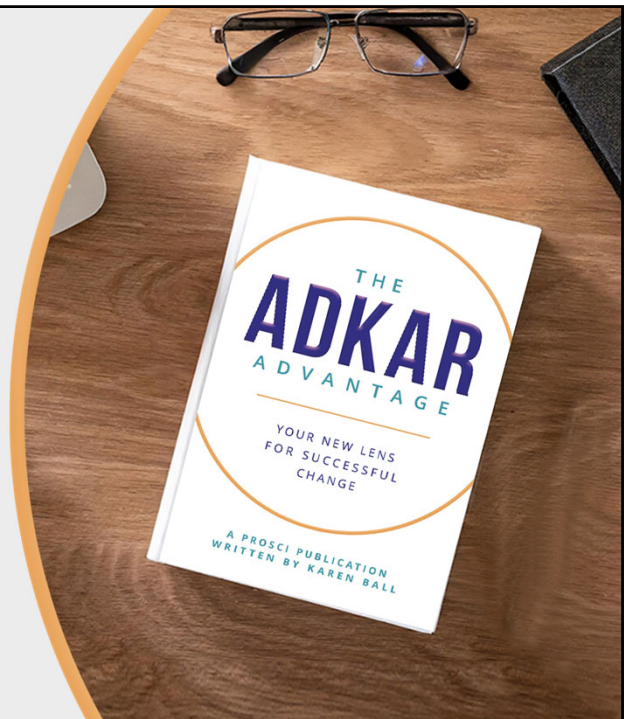
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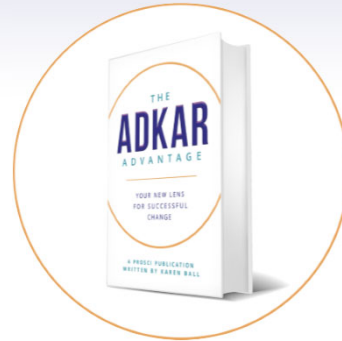
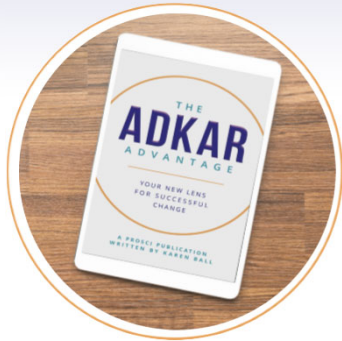


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Amazon Global Marketplace

With ADKAR as your new lens, you can achieve the outcomes you seek from change and sustain them over time. That's *The ADKAR Advantage*.



Kindle eBook Currently Available

Releasing Monday, April 29th

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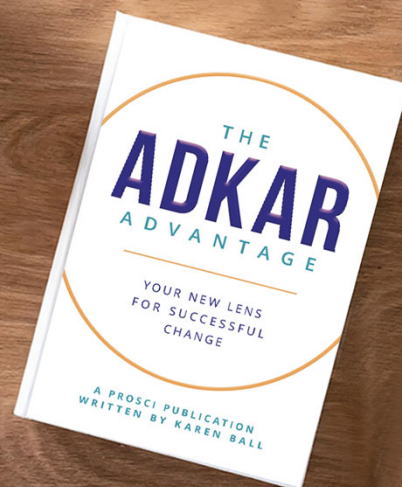
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