

The Ultimate ADKAR Story

Robin Rozene





THE STORY



This to That



Change?





A

D

K

A

R

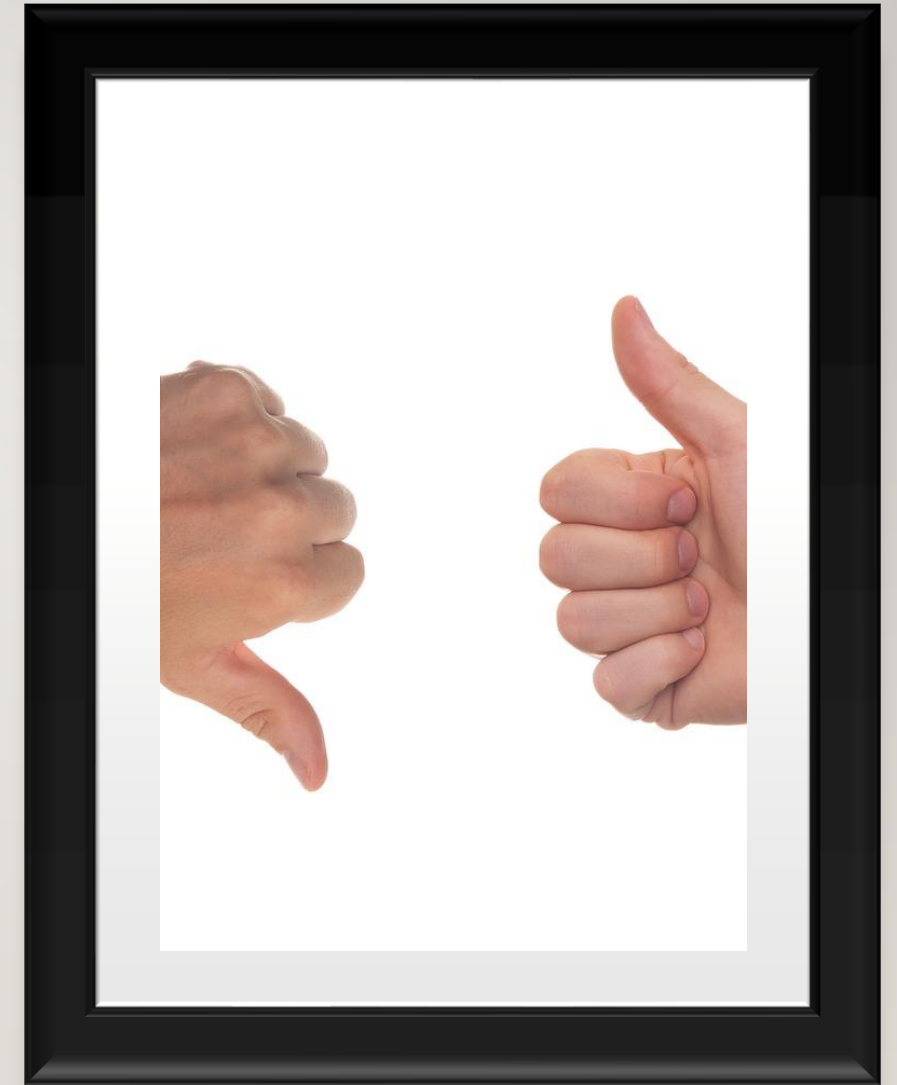
Awareness

- What needs to change?
- Why is the change needed?
- What is the risk of not changing?



Desire

- What are some reasons why this change is good?
- What are some things that could get in the way of making this change?



Knowledge



- What steps can you identify now?
- Who do you need to speak to or what action do you need to take?
- When will you commit to taking that action?

Ability

S Specific

- Do we know what “done” looks like?

M Measurable

- Did we do the things we set out to do?

A Attainable

- Did we meet the goals we established?

R Relevant

- Do we need to make any adjustments to our plan?

T Timely

Reinforcement



- How will you celebrate?
- How will you check to ensure you are “done”?
- What is your plan moving forward?
- What adjustments do you need to make if you didn’t reach your goal?

Never Strive Toward Mediocrity



Questions?

Robin Rozene
Organizational Change
Manager

Washington Department of
Veterans Affairs

Robin.Rozene@dva.wa.gov