



Prosci ADKAR Change Management Practitioner Preparation Course



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Introduction:

Prosci ADKAR change management practitioner preparation is a 1-week course for change practitioners, HR business partners, project managers and transformation leads, ending with a Change Management Strategy and Plan Pack for a live initiative. Many organisations deliver new systems, structures and processes on time yet see low adoption because the people side of change is planned late or not at all. Nominees already support or lead change initiatives and work through case studies drawn from several sectors, applying the ADKAR Model, the PCT Model and the 3-Phase Process. CoreConcept Training Center delivers this Prosci ADKAR change management course.

Course Objectives:

- Diagnose where individuals and groups stand on each ADKAR element and locate the barrier point blocking adoption
- Assess the health of an initiative with the PCT Model and define success measures for its outcomes
- Apply Phase 1 Prepare Approach of the 3-Phase Process to size the change and map impacted groups
- Build communication, sponsor, coaching, training and resistance management plans aligned to ADKAR
- Track adoption and apply Phase 3 Sustain Outcomes reviews and reinforcement to hold results
- Produce a Change Management Strategy and Plan Pack and review the methodology against practice scenarios

Target Audience:

- Change practitioners responsible for planning and running the people side of organisational initiatives
 - HR business partners accountable for workforce readiness, role changes and capability building during change
 - Project and programme managers responsible for integrating change activities into delivery plans
 - Transformation leads overseeing several concurrent initiatives and their adoption results
 - Change management office staff responsible for methods, templates and reporting across the portfolio
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Course Outline:

Day 1: Foundations of Individual and Organisational Change

- Prosci ADKAR Model Five Elements of Individual Change
- PCT Model Diagnosis of Initiative Readiness and Balance
- People Side of Change Versus Technical Project Delivery
- Change Impact Definition by Group and Degree
- Current-State Readiness Assessment for an Active Initiative

Day 2: The 3-Phase Process and Preparing the Approach

- 3-Phase Process Phase 1 Prepare Approach Activities
- Success Definition and Measures for Organisational Outcomes
- Change Characteristics and Organisational Attributes Sizing Exercise
- Sponsor Coalition Mapping and Sponsorship Role Expectations
- Phase 2 Manage Change Plan Structure Overview

Day 3: Applying ADKAR Through Integrated Change Plans

- Communication Plan Built Around Awareness and Desire Messages
- Sponsor Roadmap Actions for Active and Visible Leadership
- Coaching Plan Equipping People Managers as Change Coaches
- Training Plan Linked to ADKAR Knowledge and Ability
- ADKAR Assessment Scoring and Barrier Point Identification

Day 4: Resistance, Reinforcement and Sustaining Outcomes

- Resistance Management Plan from Root Causes to Responses
- Phase 3 Sustain Outcomes Reviews and Corrective Actions
- Reinforcement Mechanisms and Recognition Linked to Adoption
- Adoption and Usage Metrics with Performance Tracking Dashboards
- Concurrent Change Saturation and Portfolio Conflict Handling

Day 5: Case Study Work and the Strategy and Plan Pack

- Case Study ADKAR Diagnosis of a Stalled Digital Rollout
 - Case Study PCT and Impact Analysis Across Sectors
 - Methodology Knowledge Review with Practice Scenario Questions
 - Peer Presentation of Change Plans with Structured Feedback
 - Change Management Strategy and Plan Pack Completion
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Skills You Will Gain:

- Individual Change Diagnosis
- Barrier Point Analysis
- Change Impact Assessment
- Sponsor Coalition Mapping
- Resistance Management Planning
- Change Communication Design
- Adoption Metrics Tracking
- Reinforcement Planning

Why Attend This Course:

- Deliver a Change Management Strategy and Plan Pack to the initiative sponsor and project leadership for approval
- Decide which impacted groups need sponsor, coaching or training effort first, based on their ADKAR barrier points
- Avoid stalled adoption, repeated rework and benefit shortfalls caused by unmanaged resistance after go-live
- Coach people managers and project colleagues to run ADKAR conversations and simple assessments with their teams

Conclusion:

Back at work, the participant presents the Change Management Strategy and Plan Pack to the initiative sponsor and project leadership. The sponsor uses it to agree the sponsor coalition, release people managers for coaching duties and set adoption measures alongside delivery milestones, while the project team builds the communication, training and resistance actions into its schedule. After the first adoption checkpoint, the team should compare ADKAR assessment results and usage data with the targets, then update the plans for groups still at a barrier point.

Frequently Asked Questions FAQ:

What should participants know before a Prosci ADKAR change management practitioner course?

Participants should already support, lead or sponsor change initiatives at work. No prior study of the ADKAR Model is required, but bringing a current or recent initiative, with its scope and impacted groups, lets the case study work produce a plan that can be used straight away.

How does a Prosci ADKAR change management practitioner course differ from a general change leadership course?

A general change leadership course explores leading transformation and culture at a strategic level. This course works through one structured methodology step by step, the ADKAR Model, the PCT Model and the 3-Phase Process, and builds the practitioner plans and assessments that apply it.

What does each element of the Prosci ADKAR change management model represent?

ADKAR stands for Awareness, Desire, Knowledge, Ability and Reinforcement, the five outcomes an individual needs to make a change successfully. The first element where a person scores low is the barrier point, and change effort is directed there before moving on.

What do participants take back from a Prosci ADKAR change management practitioner course?

Participants take back a Change Management Strategy and Plan Pack covering success measures, impact analysis, sponsor coalition, communication, sponsor, coaching, training and resistance plans, adoption metrics and reinforcement actions, along with ADKAR assessment templates and practice scenario reviews of the methodology.
