# ADKAR Mastery: Prosci Change Management Frameworks

19 - 23 Oct 2026
London

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# ADKAR Mastery: Prosci Change Management Frameworks

**Ref.:** 57_37442 **Date:** 19 - 23 Oct 2026 **Location:** London **Fees:** 5700 **Euro**

## Course Overview:

"ADKAR Change Management: Master Prosci Framework Training Course" is a specialized 5-day corporate program designed to equip change agents, leaders, and project professionals with the practical knowledge and tools to implement successful organizational change. Leveraging the globally recognized Prosci ADKAR Model—Awareness, Desire, Knowledge, Ability, and Reinforcement—this course bridges the gap between theory and real-world application. Participants will explore how to overcome resistance, align change with business goals, and embed change into corporate culture using structured methodologies.

## Target Audience:

- Change management professionals
- HR and L&D specialists
- Project managers
- Executives and department heads
- Internal consultants and transformation officers
- Change sponsors and team leaders

## Targeted Organizational Departments:

- Human Resources HR
- Learning & Development L&D
- Project Management Office PMO
- Strategy and Transformation
- IT and Digital Transformation
- Organizational Development

## Targeted Industries:

- Healthcare and pharmaceuticals
- Oil & gas and energy
- Financial services and banking
- Telecommunications and IT
- Government and public administration
- Manufacturing and logistics

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## Course Offerings:

By the end of this course, participants will be able to:

- Apply the ADKAR model in both individual and organizational change
- Diagnose and manage resistance using ADKAR strategies
- Build strategic change plans aligned with business goals
- Facilitate stakeholder engagement and sponsorship
- Embed sustainable change through reinforcement mechanisms
- Translate theory into practice via change agent training programs

## Training Methodology:

This interactive course uses a blend of instructor-led sessions, real-world case studies, peer collaboration, simulations, and structured ADKAR exercises. Participants will engage in group discussions, resistance scenario analysis, and executive change sponsor training simulations. Emphasis will be placed on hands-on learning through coaching activities, role plays, and actionable toolkits. ADKAR assessments and knowledge-to-ability practice are embedded to simulate organizational change scenarios.

## Course Toolbox:

- ADKAR assessment worksheets
- Change readiness checklists
- Role-based communication templates
- Reinforcement planning guides
- Change impact analysis framework
- Sample resistance management plans

## Course Agenda:

### Day 1: Building the Foundation of ADKAR-Based Change Management

- **Topic 1:** Introduction to Prosci Change Management Framework
- **Topic 2:** Understanding Change at the Individual vs. Organizational Level
- **Topic 3:** The Five Elements of ADKAR Explained
- **Topic 4:** Business Cases for Change Management with ADKAR
- **Topic 5:** The Role of Change Agents and Project Managers
- **Topic 6:** Creating a Change-Ready Organization
- **Reflection & Review:** Lessons from Case Studies in Organizational Change

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### Day 2: Driving Awareness and Cultivating Desire for Organizational Change

- **Topic 1:** Building Awareness for the Need to Change
- **Topic 2:** Common Barriers to Awareness and How to Overcome Them
- **Topic 3:** Creating Desire: From Resistance to Motivation
- **Topic 4:** Personal Motivation vs Organizational Messaging
- **Topic 5:** ADKAR in Stakeholder Engagement and Executive Alignment
- **Topic 6:** Overcoming Resistance Through Communication
- **Reflection & Review:** Awareness to Desire Mapping Activity

### Day 3: Developing Knowledge and Enabling Ability for Sustainable Change

- **Topic 1:** How and When to Deliver Change Training
- **Topic 2:** Identifying Knowledge Gaps and Learning Needs
- **Topic 3:** Enabling Practical Application Ability
- **Topic 4:** Coaching Employees Through Change
- **Topic 5:** Addressing Ability Gaps with Mentorship and Support
- **Topic 6:** Building Role-Specific Change Capabilities
- **Reflection & Review:** Knowledge-to-Ability Simulation Exercise

### Day 4: Reinforcing New Behaviors and Embedding Lasting Change

- **Topic 1:** Why Change Fades: The Habit Trap
- **Topic 2:** Designing Reinforcement Mechanisms
- **Topic 3:** Feedback Loops and Recognition Programs
- **Topic 4:** Linking Change to KPIs and Performance
- **Topic 5:** Avoiding Change Fatigue and Reversion
- **Topic 6:** Institutionalizing Change in Culture
- **Reflection & Review:** Reinforcement Planning Workshop

### Day 5: Leading Strategic Change and Scaling Organizational Capability

- **Topic 1:** Aligning ADKAR with Project Management Methodologies Agile, Waterfall
- **Topic 2:** Building Change Capability Across the Organization
- **Topic 3:** Strategic Change Enablement and Future-Ready Culture
- **Topic 4:** Change Leadership in VUCA Environments
- **Topic 5:** Certification Pathways and ADKAR Practitioner Tools
- **Topic 6:** Finalizing Personal and Team Action Plans
- **Reflection & Review:** Final Assessment and Personal Change Action Plan

## FAQ:

### What specific qualifications or prerequisites are needed for participants before enrolling in the course?

This course requires no formal prerequisites. It is suitable for professionals engaged in or leading organizational change.

### How long is each day's session, and is there a total number of hours required for the entire course?

Each day's session is generally structured to last around 4-5 hours, with breaks and interactive activities included. The total course duration spans five days, approximately 20-25 hours of instruction.

### How is the ADKAR Model different from other change management frameworks?

Unlike generic models, the ADKAR model uniquely focuses on the individual as the unit of change. Its sequential structure Awareness, Desire, Knowledge, Ability, Reinforcement ensures clear measurement and action across each phase of change. It offers practical diagnostics to assess and manage the people side of change using validated insights from Prosci's global research.

## How This Course is Different from Other ADKAR Change Management Courses:

This course delivers a distinctive blend of ADKAR model mastery and real-world change leadership training. It stands out by incorporating both strategic frameworks and tactical applications—not just academic theory. Participants gain not only a roadmap for implementing the Prosci framework but also role-based skill-building in resistance management, coaching, and leadership alignment.

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# Training Course Categories

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- Finance and Accounting Training Courses
- Governance, Risk and Compliance Training Courses
- Human Resources Training and Development Courses
- IT Security Training & IT Training Courses
- Leadership and Management Training Courses
- Legal Training, Procurement and Contracting Courses
- Maintenance Training and Engineering Training Courses
- Marketing, Customer Relations, and Sales Courses
- Occupational Health, Safety and Security Training Courses
- Personal & Self-Development Training Courses
- Quality and Operations Management Training Courses
- Secretarial and Administration Training Courses

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