ADKAR Mastery: Prosci Change Management Frameworks

31 May – 4 June 2027
Addis Ababa

AGILE LEADERS
Training Center

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Ref: 57_223275 **Date:** 31 May – 4 June 2027 **Location:** Addis Ababa **Fees:** 4500 Euro

Overview

Organizational transformations frequently falter when employee adoption lags behind project milestones. This one-week programme provides structured guidance in applying the Prosci ADKAR Model—Awareness, Desire, Knowledge, Ability, and Reinforcement—to lead individual and enterprise-level transitions. Participants examine the mechanics of human transition, evaluate root causes of resistance, and integrate structured people-side strategies directly into project plans. Through practical diagnostic exercises, change leaders learn to design targeted communications, coaching plans, and reinforcement mechanisms that protect operational stability during periods of disruption. This course is delivered by Agile Leaders Training Center.

Who Should Attend

This programme serves professionals responsible for guiding teams and business units through strategic, operational, and digital shifts.

- Change management practitioners and organizational development advisors
- Human resources and learning and development specialists
- Project managers and PMO leaders coordinating cross-functional rollouts
- Department heads and operations managers leading workflow transitions
- Internal consultants and transformation leads overseeing strategic initiatives
- Sponsors and team supervisors driving adoption on front-line teams

Departments and Industries

The curriculum addresses organizational change challenges across sectors experiencing rapid structural, technological, or regulatory change.

- Strategy, Transformation, and Project Management Offices
- Human Resources and Organizational Development
- Information Technology and Digital Transformation Units
- Healthcare, Pharmaceuticals, and Life Sciences
- Banking, Financial Services, and Insurance
- Energy, Utilities, and Manufacturing Operations

Learning Objectives

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

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- Apply the ADKAR model across both individual and organizational change contexts.
- Diagnose barriers to adoption and resolve employee resistance using targeted strategies.
- Align change initiatives with strategic business goals and project lifecycles.
- Facilitate executive sponsorship and structured stakeholder engagement plans.
- Establish reinforcement mechanisms and feedback loops to make new workflows stick.
- Implement practical diagnostic toolkits to track workforce transition progress.

Course Agenda

Day 1: Foundations of ADKAR and Prosci Frameworks

- Principles of the Prosci change management framework
- Differentiating individual transitions from organizational transition roadmaps
- The five structural elements of the ADKAR model explained
- Developing clear business cases for change management
- Clarifying roles for change agents, managers, and project teams
- Assessing organizational readiness and baseline change capability
- Review of real-world organizational change case scenarios

Day 2: Establishing Awareness and Fostering Desire

- Building awareness of the core business drivers behind transitions
- Identifying common organizational barriers to baseline awareness
- Cultivating desire by translating corporate objectives into personal relevance
- Balancing organizational messaging with individual employee motivators
- Stakeholder engagement mapping and executive sponsor alignment
- Proactive resistance management through structured communication plans
- Practical exercise mapping awareness-to-desire transition barriers

Day 3: Imparting Knowledge and Developing Ability

- Structuring role-based training plans that match change timelines
- Pinpointing knowledge gaps across varied operational teams
- Bridging the gap between conceptual understanding and practical ability
- Equipping people managers to coach direct reports through disruption
- Addressing operational ability gaps with mentoring and practical support
- Designing role-specific capability blueprints for operational functions
- Simulation exercise diagnosing knowledge-to-ability transition blocks

Day 4: Reinforcing Behaviors and Sustaining Change

- Analyzing behavioral regression and the psychological habit trap
- Designing systemic reinforcement mechanisms and recognition structures
- Implementing feedback loops to measure ongoing compliance and adoption
- Connecting sustained change outcomes to operational KPIs and scorecards
- Preventing change fatigue and organizational reversion during extended rollouts
- Embedding updated procedures into core team habits and workplace culture
- Workshop on drafting reinforcement plans for operational initiatives

Day 5: Strategic Integration and Enterprise Capability

- Aligning ADKAR change plans with Waterfall and Agile project methods
- Scaling change management competencies across diverse enterprise divisions
- Strengthening leadership capability to steer teams through volatile environments
- Navigating change leadership demands within complex organizational structures
- Utilizing practitioner toolkits and continuous capability development pathways
- Formulating consolidated team and individual action plans
- Final review session and presentation of change implementation blueprints

Practical Exercises

Participants apply practical diagnostics and planning instruments throughout the course.

- Complete an ADKAR assessment worksheet to pinpoint individual adoption barriers.
- Develop a role-based communication plan addressing primary stakeholder concerns.
- Construct a resistance management matrix targeting critical operational friction points.
- Draft a reinforcement scorecard aligning long-term adoption with business performance metrics.

FAQs

What prerequisites are required before attending this course?

There are no formal prerequisites. The content is structured for professionals who currently lead or support transition efforts within their teams or organizations.

What is the daily schedule and total instructional duration?

Instruction runs over one week, providing approximately four to five hours of structured sessions each day, totaling between twenty and twenty-five instructional hours with dedicated exercises and discussions.

How does the ADKAR Model differ from broader change frameworks?

While many organizational models view transition at an enterprise level, the ADKAR model focuses on the individual as the fundamental building block of success. Its sequential stages provide precise diagnostic checkpoints to identify where individuals struggle and deliver targeted interventions.

How does this course differ from generic change management training?

This course concentrates on actionable diagnostic tools rather than high-level theory alone. Participants work with specific templates for resistance management, coaching, and reinforcement to guide real transitions immediately upon completion.

Conclusion

Successful change initiatives depend on guiding individuals through structured stages of adoption. By mastering the ADKAR model and the Prosci change management framework, leaders obtain practical tools to mitigate resistance, secure stakeholder buy-in, and build lasting organizational agility.