All-inclusive Change Management Strategy

Below is an example of a Change Management strategy using the best practices from Prosci®, ADKAR, and Kotter methodologies to prepare employees for an organizational or technical change, and ease them into the adoption of it.

1. Create a Sense of Urgency (Kotter) / Awareness (ADKAR):
- **Actions:** Communicate the need for change clearly and compellingly. Use data, stories, and the potential risks of not changing to highlight the urgency.
- **Tools:** Awareness campaigns, informational sessions, presentations.

2. Form a Powerful Coalition (Kotter) / Desire (ADKAR):
- **Actions:** Assemble a team of influential leaders and stakeholders who will drive and support the change.
- **Tools:** Change leadership team, stakeholder engagement sessions.

3. Develop a Vision and Strategy (Kotter) / Knowledge (ADKAR):
- **Actions:** Create a clear vision and strategy for the change. Ensure stakeholders understand how the change will be implemented and its benefits.
- **Tools:** Vision statements, strategic plans, user guides, training programs.

4. Communicate the Vision (Kotter) / Ability (ADKAR):
- **Actions:** Share the vision and details of the change across the organization. Foster support and address concerns.
- **Tools:** Regular updates, workshops, feedback sessions, communication channels.

5. Remove Obstacles (Kotter) / Reinforcement (ADKAR):
- **Actions:** Identify and address barriers to change. Provide necessary resources and support to help employees adapt.
- **Tools:** Risk assessments, support resources, problem-solving strategies.

6. Create Short-Term Wins (Kotter) / Reinforcement (Prosci):
- **Actions:** Set and celebrate early successes to build momentum and demonstrate the benefits of the change.
- **Tools:** Recognition programs, progress reports, success stories.

7. Build on the Change (Kotter) / Manage the Change (Prosci):
- **Actions:** Use initial successes to drive further change. Continuously assess and adjust strategies to maintain momentum.
- **Tools:** Change management plan, performance metrics, ongoing adjustments.

8. Anchor the Changes in Corporate Culture (Kotter) / Sustain (Prosci):
- **Actions:** Integrate the change into organizational culture and ensure it is reflected in processes and behaviors.
- **Tools:** Updated training materials, performance reviews, continuous reinforcement.

9. Define the Change Management Strategy (Prosci):
- **Actions:** Develop a detailed strategy for managing the change, including roles, responsibilities, and overall approach.
- **Tools:** Change management plan, strategy documentation.

10. Develop Sponsorship (Prosci):
- **Actions:** Engage and prepare executive sponsors to advocate for the change and provide support.
- **Tools:** Sponsor briefing sessions, support tools.

11. Measure and Evaluate (Prosci):
- **Actions:** Assess the effectiveness of the change management efforts and make necessary improvements.
- **Tools:** Metrics, surveys, feedback mechanisms.