ADKAR Change Management

pre-contemplation	contemplation	preparation	action	maintenance
A	**D**	**K**	**A**	**R**

Awareness	Desire	Knowledge	Action	Reinforcement
• What is and isn't working in my organisation • What are my options • Communicate that there is a problem • Focus attention on the most important reasons to change	• Communicate benefits for adoption of scrum • Identify risks involved • Build momentum • Address fears	• Learn new technical skills • Learn to think as a team • Learn how to time box • Share information • Set reasonable targets	• Employ a suitable governance framework • Training the basics • Start small • Don't do it by stealth • Adjust processes that touch the scrum teams	• Engage a scrum coach • Identify champions • Share scrum experiences • Learn from early mistakes

◄ enablement zone | engagement zone ►