

ADKAR for Line Managers: Awareness to Reinforcement

4-Hour Online Training Programme

4 Hours

DURATION

6

MODULES

27

TOPICS

COURSE OVERVIEW

This course introduces change management fundamentals, covering why change initiatives fail and the role line managers play in driving successful change. It then presents the ADKAR model, examining each component (Awareness, Desire, Knowledge, Ability, Reinforcement) in turn along with practical techniques for communicating, motivating, training, coaching and reinforcing change within a team. Learners apply the model to real work situations through group exercises and role-play scenarios, and close by building a personal action plan.

WHO THIS COURSE IS FOR

Line Managers

Team Leaders

Change Management Practitioners

People Managers

LEARNING OBJECTIVES

- Explain what change management is and why change initiatives fail
- Describe the role of line managers in driving change
- Identify common employee reactions and resistance to change
- Explain the five components of the ADKAR model
- Apply awareness and desire techniques to motivate employees
- Apply knowledge and ability practices such as coaching and training
- Plan reinforcement activities to monitor progress and prevent relapse
- Develop a personal action plan for leading team change

6 Modules, 27 Topics

01

30 minutes

Introduction to Change Management

TOPICS

- What is Change Management?
- **Why Change Fails:** Common Pitfalls
- Role of Line Managers in Driving Successful Change
- Understanding Employee Reactions to Change

02

45 minutes

Change Management Principles

TOPICS

- **Key Principles:** Transparency, Communication, Engagement
- Managing Resistance at the Frontline
- Psychological Aspects of Change (Comfort Zone, Fear, Uncertainty)
- **Case Example:** A Simple Change Initiative in a Team

03

30 minutes

Introduction to the ADKAR Model

TOPICS

- Overview of ADKAR (Awareness, Desire, Knowledge, Ability, Reinforcement)
- Why ADKAR Works for Line Managers
- When to Use ADKAR in Day-to-Day Operations

04**1 hour 15 minutes**

Deep Dive into ADKAR Components

A - AWARENESS

- Communicating the “Why” of Change
- Examples of Clear vs. Poor Awareness Messaging

D - DESIRE

- Motivating Employees to Engage
- Handling Negative Reactions & Low Motivation

K - KNOWLEDGE

- Training Employees for the Change
- Setting Expectations & Providing Resources

A - ABILITY

- Coaching, Observation & Support
- Removing Barriers to Performance

R - REINFORCEMENT

- Monitoring Progress & Recognizing Wins
- Preventing Relapse into Old Behaviors

05**45 minutes**

Applying ADKAR to Real Work Situations

TOPICS

- **Group Exercise:** Applying ADKAR to a Current/Upcoming Change
- **Role-Play Scenarios:** Communicating Each Phase
- Tools & Templates for Line Managers
- Identifying Quick Wins for Their Teams

06**15 minutes**

Wrap-Up & Action Planning

TOPICS

Summary of Key Learning Points · Personal Action Plan for Line Managers

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training

Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

Visit koenig-solutions.com

✉ info@koenig-solutions.com