

Operationalizing ADKAR

Turning your change management certification into what you actually say and do with your team

Who it's for

HR professionals, learning professionals, managers, and project leaders who've completed ADKAR / change management certification and want to build the confidence to apply it.

Why this matters

You've completed your ADKAR certification. You know the model. What's missing is the confidence that comes from actually using it, seeing it in motion, stage by stage, with real tools in hand. In this session, we work through each stage of ADKAR together, brainstorm unique ways to apply it, and build a toolbox you can lean on right away. You leave with more than knowledge, you leave with practice, confidence, and a faster path to putting it to work.

Performance objectives

By attending this session, you'll be able to:

- Explain why a change is happening in a way that's consistent and credible, in your own words
- Respond to resistance in a 1:1 conversation without becoming defensive or steamrolling it
- Translate a change plan into specific, role-level actions for the people you lead
- Build a reinforcement cadence that catches backsliding before it becomes the new normal

Duration: 3 hours

The five stages, with tools for each

- **Awareness** — the 60-second explainer script (2 templates)
- **Desire** — the resistance conversation guide (2 templates)
- **Knowledge** — the role translation worksheet (2 templates)
- **Ability** — the coaching check-in (2 templates)
- **Reinforcement** — the 30-60-90 check-in cadence (2 templates)

How it's delivered: in-person or virtual. Templates for all five stages are emailed to you after the session, included in your fee.

Email us to get started

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