WHITE PAPER:
CHANGE MANAGEMENT WITH BRAINSTORM AND ADKAR
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INTRODUCTION
The ADKAR Model is an outcome-oriented change management structure that was created to act as a guideline for employees who struggle with the headaches associated with change[1]. ADKAR aims at facilitating change while continually supporting individual growth throughout the whole process.

At BrainStorm, we fully understand how much of a nuisance change can really be. It’s annoying and often brings unwanted headaches. But at the end of the day, the reward far outweighs the risks. Our user-friendly technology and commitment to customer service reinforces and strengthens the ADKAR Model.

ADKAR: AN OUTLINE FOR CHANGE
Acronyms help us remember things in all walks of life. For example, “HOMES” helps those unfamiliar with domestic geography remember the names of the Great Lakes in the U.S. The ADKAR Model is similar in that it helps us recollect a specific change process, but it differs from less serious acronyms in that each letter is a piece of the puzzle that paints the picture of a results-oriented outcome:

- **AWARENESS** of the need for change
- **DESIRE** to support and participate in an overhaul
- **KNOWLEDGE** of how to adjust
- **ABILITY** to implement the required skills and behavior
- **REINFORCEMENT** to sustain the change

The model was first developed more than 15 years ago to help change management teams focus their activities on specific business results. An adjustment in how companies operate can rattle the cage of any employee, especially if the adjustments are disrupting everyday tasks. More specifically, software users don’t always enjoy an IT overhaul because they’ve grown to know how to best work within the current system.

From a management perspective, facilitating change in an individual or group of employees isn’t always an easy task. Every person marches to the beat of his or her own drum, and it can be difficult for a supervisor to compose a melody that everyone is comfortable playing. The ADKAR Model helps management identify gaps in the change process so that the appropriate coaching can be provided if and when it’s needed.
THE ADKAR MODEL AND BRAINSTORM ARE GREAT FRIENDS

Support during a time of change is critical for business success, and we provide just that throughout any software adoption. From the onset, we will work with our customers to help users realize that a change is needed in the first place, which can be one of the most difficult tasks in any system overhaul. Complacency can lead to stagnation, but oftentimes companies don’t realize that until it’s too late. Once a change has been facilitated, we keep our clients’ employees in the know with QuickTip emails reminding them to prepare for the upcoming software adjustments.

Although a desire for change doesn’t always have precedence, once the awareness is established, our team will continue to reinforce why an adjustment is necessary for future company success. Our Tips-n-Tricks sessions highlight the important or usable aspects of the new software so employees are able to better understand what they’re going to be working with in the near future. The context in which a change is necessary depends on the business at hand, and that’s exactly why we provide you with regular information sessions. Change may affect users differently on an individual basis, which is why some firms hold different-paced sessions. For example, Microsoft gives its larger clients vouchers to redeem with us for free Demonstration Sessions. These services move faster and highlight the “cool” aspects of the new software.

The Tips-n-Tricks sessions arm employees with the knowledge they need to go forward with new types of software, but we also understand that people are busy. Some things might get lost in translation – and that’s perfectly all right. Keeping the customer’s well-being in mind is what drives us to help our customers succeed, and it’s also why we provide users with access to pertinent information, related video training that’s accessible through their employer’s domain, and Quick Start Cards that can be delivered right to their workspace. We get that IT overhauls or upgrades are tricky. We’re here to make it easier for users at every turn of the corner.
Support at every step is paramount. Without it, employees would get left behind. No staff member should have to sweat a software adjustment, nor should he or she feel as if they are holding others back. We understand that, which is why we aim to deliver accessible and digestible content to our users. Not only is the information understandable, but it’s easy to get a hold of, and workers can retrieve it at their own leisure and through multiple channels. Our team provides live phone support, instructor-led training and on-demand video training because we want our customers to have the necessary outlets needed to eliminate doubt during a software system overhaul.

MORE CAN LEAD TO LESS ENGAGED EMPLOYEES

We want to create a company culture that fosters learning for everyone, and we have the ability and reinforcement structures in place to accomplish that goal. Our aim is to help a business in the big picture, but some may see an IT change as yet another added stress in an already busy day. According to a recent Gallup study, half of American workers are not engaged at work, and oftentimes the catalyst for their displeasure is a heavy workload[2].

Software adoption can add to daily headaches, but with our easy-to-use features, it doesn’t have to. Our tools are aimed at giving users peace of mind and reducing stress during a time of change. Whether the questions are simple or complex, we have your back and provide multiple outlets in which employees can interact and find the needed resolution. Constant support is an important aspect of any software adjustment, especially considering that staff members all move at their own pace. Our solutions empower workers to find solutions on their own accord and minimize frustration during the change process. It’s clear that our passion for customer service and user-friendly solutions fully augments the ADKAR model.

Visit our website to learn more about the variety of training tools that will help your business succeed in its next software adoption.

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