

For more information, visit  
[www.change-management.com/adkar-book.htm](http://www.change-management.com/adkar-book.htm)  
or call 970-203-9332

### ***Advance praise for ADKAR***

“This is a ‘must read’ for executives and managers at all levels. The ADKAR model clearly explains why change sometimes is very successful and other times fails miserably. This book provides a simple, yet effective model for any change program to follow to minimize implementation risks.”

*Jeffrey A. Randall, PhD, PMP*  
*CACI International Inc.*

“Change is often a complex and difficult process. The ADKAR model makes it something we can all understand, and even enjoy. This book is a valuable resource for business leaders and project managers to effectively apply change management techniques on projects of all sizes and types.”

*Lori Bocklund*  
*President*  
*Strategic Contact, Inc.*

“If you are looking for a change management methodology that is easy to grasp and apply, this book has it. I found the ADKAR model sufficiently robust to be applied in a wide variety of organizational settings. ADKAR is not a buzz word or the latest fad; it is a sure and practical pathway for all organizations implementing change.”

*Rahul Sur*  
*Management Consulting Officer and Learning Coordinator*

“A powerful addition to the change management body of knowledge.”

*Margaret Poropat*  
*Department of Main Roads, Australia*

“[ADKAR] is an integration of best practices from across the literature and the practice of change leadership.”

*Sheldon Brown*

*Professional Development Coordinator*

*Centre for Leadership and Organizational Development*

*College of the North Atlantic*

“Examples throughout are wonderfully illustrative – a great combination of the concepts that drive successful change management efforts and practical advice on how to implement those concepts.”

*Lou Roberts*

*Christensen/Roberts Solutions*

“This is valuable information for supervisors, managers and HR. If this book is utilized to its full capacity by each and every company in the business world, we would end up with more and more companies that people would want to work for.”

*Bobbi De Bono*

*KLEINFELDER*

“ADKAR fills a strong need for insight into the ‘people side of change’ for our work with a variety of clients, many of whom know *what* they want to change, but haven’t (or don’t) take the time and don’t have a thoughtful process to figure out *how* to make the change successfully.”

*Phil Harnden, PhD*

*Commonwealth Centers for High Performance Organizations*

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“The use of strategies and case studies really gives the material credibility. This is more effective than just reading theories. I value the practical application.”

*Brian Barnes MBA, PMP*  
*Sr. Manager, Software Validation*  
*BIOSITE*

“It is easy enough for a novice to follow and comprehensive enough for an expert to appreciate. I’ve tried the model on both small (controlled) change projects and large-scale, multi-site, organizational-level change projects. The ADKAR model works! This is fool proof. I highly recommend this book and especially this model to everyone.”

*Rita Wilkins, MSMOB*  
*Planned Care Coordinator*  
*Lake County Health Department and Community Health Center*

“A ‘new lens’ to observe and influence change.”

*Gary Lyon*  
*Ashland, Inc.*

“ADKAR makes change management understandable and useable.”

*Frank Petrock, Ph.D.*  
*The LEAD Institute/General Systems Consulting*

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“ADKAR is one of those concepts that will profoundly change the way you interact with others, both personally and professionally. Based on voluminous research, Jeff Hiatt constructed the ADKAR model as a framework for change, and offers simple, yet highly effective, tools and techniques to address the challenges of change.”

*James J. Schnaible  
City of Albuquerque*

“Managing change requires new thinking on the part of change managers. New thinking leads to new models for change. New models require organised frameworks and tools to enable the smooth implementation of the desired change. ADKAR has it all.”

*Dr. Eric Graham  
ETAS (WA) PTY LTD  
Registered Training Organisation #1967*

“I found the book to be an excellent conversation of the personal change approach – a methodological approach to the art of change. It has a balance between methodology and the practical application of change tools for professionals.”

*Rick Kneebone  
Global Change Initiative Manager  
Molson Coors Brewing Company*

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