Change Management – ADKAR Gap Model

Awareness +	Desire +	Knowledge +	Ability +	Reinforcement =	Change
	Desire +	Knowledge +	Ability +	Reinforcement =	Confusion
Awareness +		Knowledge +	Ability +	Reinforcement =	Resistance
Awareness +	Desire +		Ability +	Reinforcement =	Anxiety
Awareness +	Desire +	Knowledge +		Reinforcement =	Frustration
Awareness +	Desire +	Knowledge +	Ability +	=	Backsliding