“We’re in the middle of the greatest transformational period in our history.”

—SECRETARY ROBERT WILKIE  
DEPARTMENT OF VETERANS AFFAIRS

CHANGE MANAGEMENT IMPROVES OUTCOMES  
for Veterans. for you.

CHANGE IS HARD.  
Change management makes it easier.

Change management (CM) is a structured approach to managing the people side of change so you can realize the benefits of your initiatives.

VETERANS DESERVE TO HAVE YOUR TEAM SUCCEED

CHANGE MANAGEMENT WORKS!

Programs with excellent CM strategies are six times more likely to meet or exceed their goals than those with poor CM strategies.

GET STARTED NOW  
for more information visit NCOD’s toolkit  
go.usa.gov/xEjyg

va.gov/modernization | Delivering a stronger future.
A STRUCTURED APPROACH CAN IMPROVE YOUR OUTCOME

Do you struggle to get your team on board?
Do your projects fall short of your vision?

ORGANIZATIONS DON’T CHANGE
PEOPLE DO!

The ADKAR model will help you understand why individuals are struggling with change and shape your approach to ensure success.

ANSWER THESE SIX QUESTIONS

If you do nothing else, answer these questions for your team.

1. What is changing?
2. Why is it changing?
3. Why is it changing now?
4. What is NOT changing?
5. What are the risks of not changing?
6. What are the benefits of changing?

FOLLOW THESE SIX EASY STEPS

1. DEFINE SUCCESS
2. STRENGTHEN YOUR FOUNDATION
3. PREPARE SPONSORS
4. UNDERSTAND INDIVIDUAL CHANGE
5. ENGAGE IMPACTED GROUPS
6. PUT IT ALL TOGETHER

The SmartChange toolkit will walk you through implementing these steps to achieve success. Visit go.usa.gov/xEjyg to learn more.

Prosci’s ADKAR model is the framework we use to help individuals embrace change and flourish in a modernizing environment.

—SURAFEAL ASGEDOM
VA CHIEF MODERNIZATION OFFICER
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this material developed in partnership with the LVA class of 2019

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