

# *Change Management Models for Practice Managers*

## 1. Kotter's 8-Step Change Model

Step	Description	Application in Healthcare Practice
1. Create Urgency	Help others see the need for change	Use data (e.g. MBS reform) to show impact
2. Build a Guiding Coalition	Assemble a team to lead the change	Include practice champions and team leads
3. Form Strategic Vision	Clarify the goal and why it matters	E.g. streamline chronic disease plans
4. Communicate the Vision	Share the change plan clearly and often	Staff huddles, emails, visual displays
5. Remove Obstacles	Tackle resistance and logistical barriers	Address workflow, staff concerns, training gaps
6. Generate Short-Term Wins	Celebrate early milestones	Acknowledge successful staff training uptake
7. Sustain Acceleration	Keep momentum by building on wins	Expand from pilot group to full practice
8. Anchor the Change	Make it part of practice culture	Integrate changes into policy and onboarding



# Change Management Models for Practice Managers

## 2. ADKAR Model

Element	Focus	Questions to Guide Implementation
A – Awareness	Do staff know why the change is needed?	Have we explained the <i>why</i> behind the change?
D – Desire	Do staff want to be part of the change?	Have we addressed their concerns or fears?
K – Knowledge	Do they know how to change?	Have we provided training or clear instructions?
A – Ability	Are they able to perform in the new way?	Do they have support, tools, and confidence?
R – Reinforcement	Are we reinforcing and rewarding the change?	Are we giving feedback and celebrating effort?

## Quick Comparison

	Kotter	ADKAR
Focus	Organisational steps	Individual behaviour
Best for	Strategic rollouts	Staff engagement
Structure	Linear 8 steps	5 psychological stages
Use it when	You need top-down change with structure	You need buy-in from your team on a human level