

USING CLARC TO SUPPORT CHANGE

LEADER RESOURCE GUIDE



PURPOSE: The ADKAR model explains the five outcomes an individual needs to achieve for a change to be successful. Also developed by PROSCI®, the **CLARC** model describes the roles leaders play in leading their employees through change. For your change, document how you'll lead using **CLARC**.

 <p>C COMMUNICATOR</p>	What communication tactics will I use to make sure my team feels prepared and supported throughout the change?
 <p>L LIAISON</p>	How can I be a liaison between my team and the project team to ensure issues are surfaced and worked through?
 <p>A ADVOCATE</p>	In what ways will I advocate for and demonstrate support of this change?
 <p>R RESISTANCE MANAGER</p>	What potential resistance might the team have and how will I plan to proactively address it? How will I address resistance that comes up along the way?
 <p>C COACH</p>	How will I provide the necessary training, information, and support my team needs to be able to effectively adopt and use the change?

Find more information including an [Introduction to ADKAR](#) course on the [Change Support Resources](#) page.

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CLARC in Action

Let's look at a real-world example at the type of actions leaders can take using the CLARC model to help teams adapt to change. The example is a software change.

CLARC	Example Tactics	What this looks
Communicator	<ul style="list-style-type: none"> Post in MS Teams, Email, Regular check-ins during huddles and team meetings. Sharing leadership updates and information from project teams. 	<ul style="list-style-type: none"> Talk with your team about the software update Share slide decks and the SharePoint site made for the software update with your team. Tie the change to the organizational big picture
Liaison	<ul style="list-style-type: none"> Provide space for your team to give formal and informal feedback in meetings, surveys, or over Teams messages. Report feedback to the project team and close the loop back to your team with updates. Set aside time to answer questions and clarify concerns 	<ul style="list-style-type: none"> Follow the SharePoint site created by the software project team Provide feedback, questions, and observations that you have as a leader and that you gather from your team. Ensure your team has the knowledge to do what's expected
Advocate	<ul style="list-style-type: none"> Be a visible champion for the change Communicate the change with positivity 	<ul style="list-style-type: none"> Talk about the software transition with other people leaders and your team. Reinforce the importance of why the change is happening and the individual's role in the change.
Resistance Manager	<ul style="list-style-type: none"> Hold 1:1 conversations to help uncover barriers to change Provide additional knowledge and resources that may help with change adoption Allow time for practice 	<ul style="list-style-type: none"> If a team member is having a difficult time, talk with them about their concerns. Resistance often comes from a lack of understanding about what the change means for the individual.
Coach	<ul style="list-style-type: none"> Check in with team members on progress Celebrate wins Leverage early adopters to help people who may be struggling with the change 	<ul style="list-style-type: none"> Encourage your team to visit the SharePoint site. Plan time in their schedules to take the training and ask them how it went. Round with your team to ensure they understand what the change means for them.

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