

# 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**.



What communication tactics will I use to make sure my team feels prepared and supported throughout the change?



How can I be a liaison between my team and the project team to ensure issues are surfaced and worked through?



In what ways will I advocate for and demonstrate support of this change?



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?



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

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