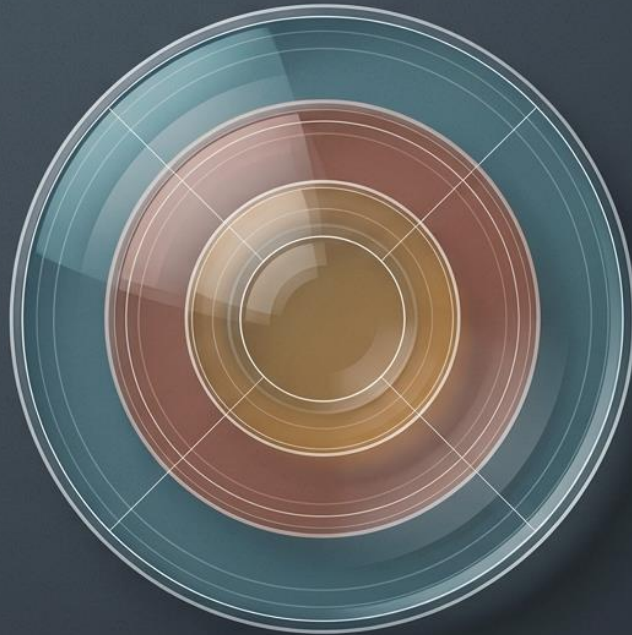




www.naitechconsult.com



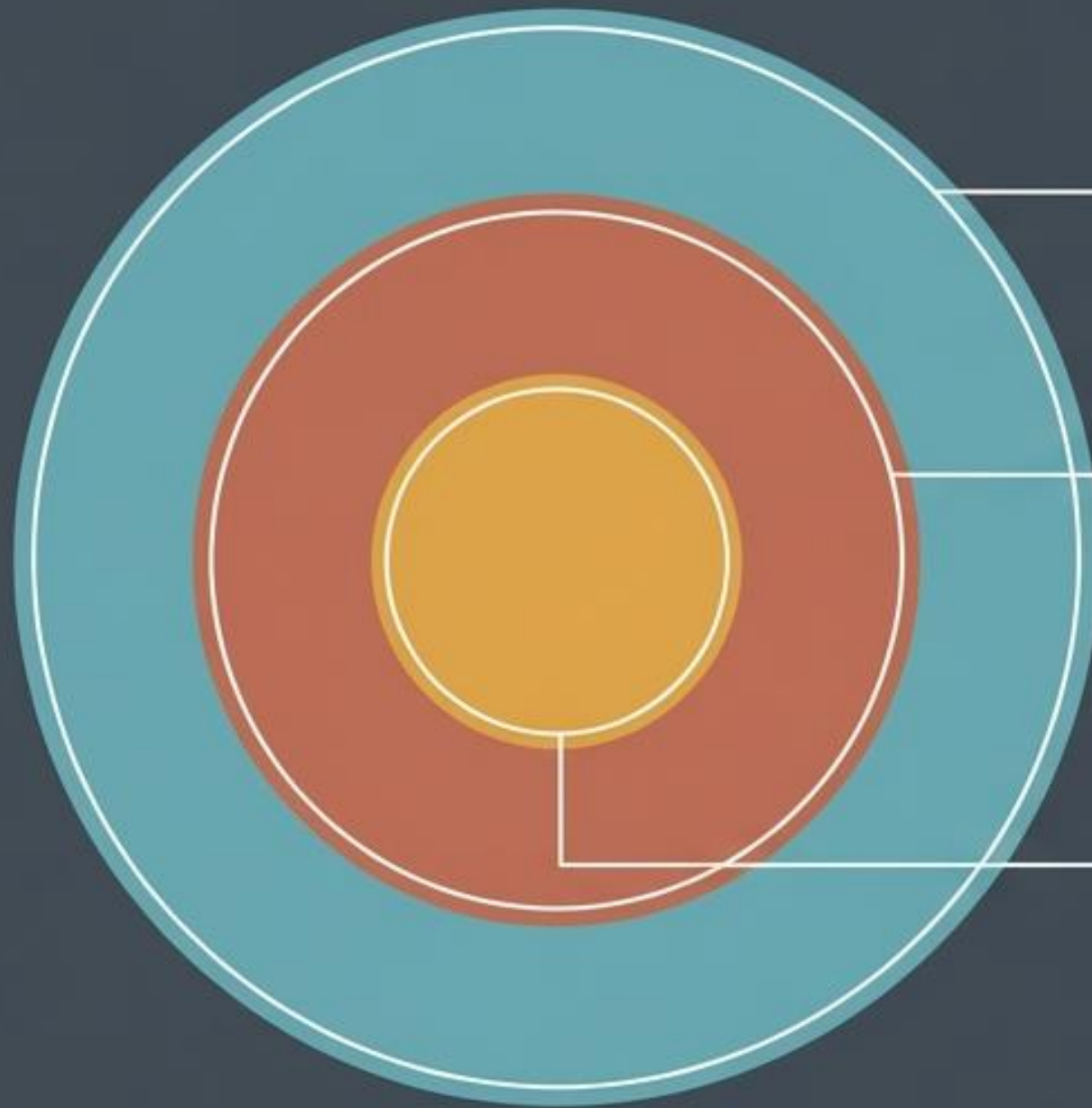
Change Management Frameworks

A Comprehensive Guide to Lewin, Kotter, and ADKAR.

NAITECH Consult

The graphic for "Change Management Frameworks" is set against a dark blue background. On the left is a circular graphic consisting of several concentric rings. The outermost ring is a light blue-grey, followed by a darker blue ring, then a reddish-brown ring, and a central gold-colored circle. The rings have a slight 3D effect with highlights and shadows. To the right of this graphic, the title "Change Management Frameworks" is written in a large, bold, white sans-serif font. Below the title, the subtitle "A Comprehensive Guide to Lewin, Kotter, and ADKAR." is written in a smaller, white sans-serif font. At the bottom right of the graphic area, the text "NAITECH Consult" is enclosed in a white rectangular box with a thin red border.

Three dominant frameworks form one comprehensive map



Lewin

The Conceptual Foundation. Operates at the level of social and psychological equilibrium.

Kotter

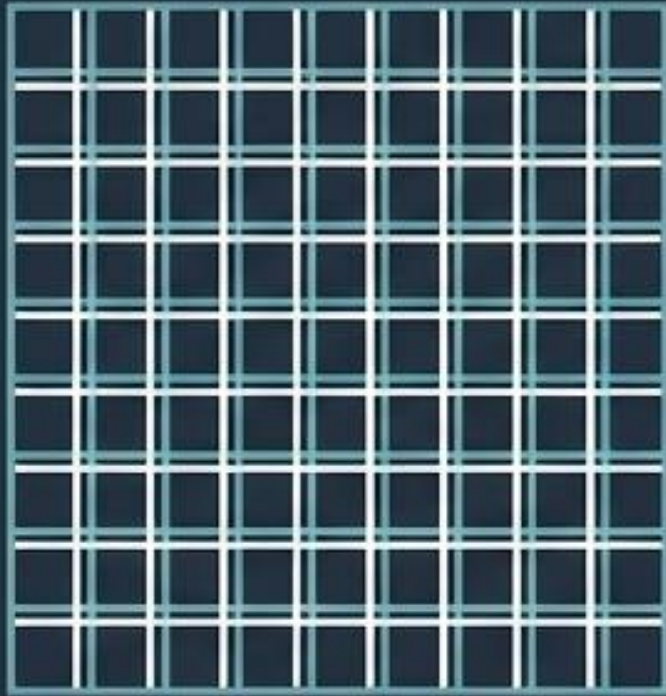
The Organizational Playbook. Operates at the level of structural momentum and leadership sequencing.

ADKAR

The Individual Lens. Operates at the level of personal, human transitions.

Used together, they offer a unified strategy for navigating complex change without neglecting the system, the sequence, or the human.

The Macro Lens: Conceptualizing Organizational Equilibrium



Phase 1

Unfreeze

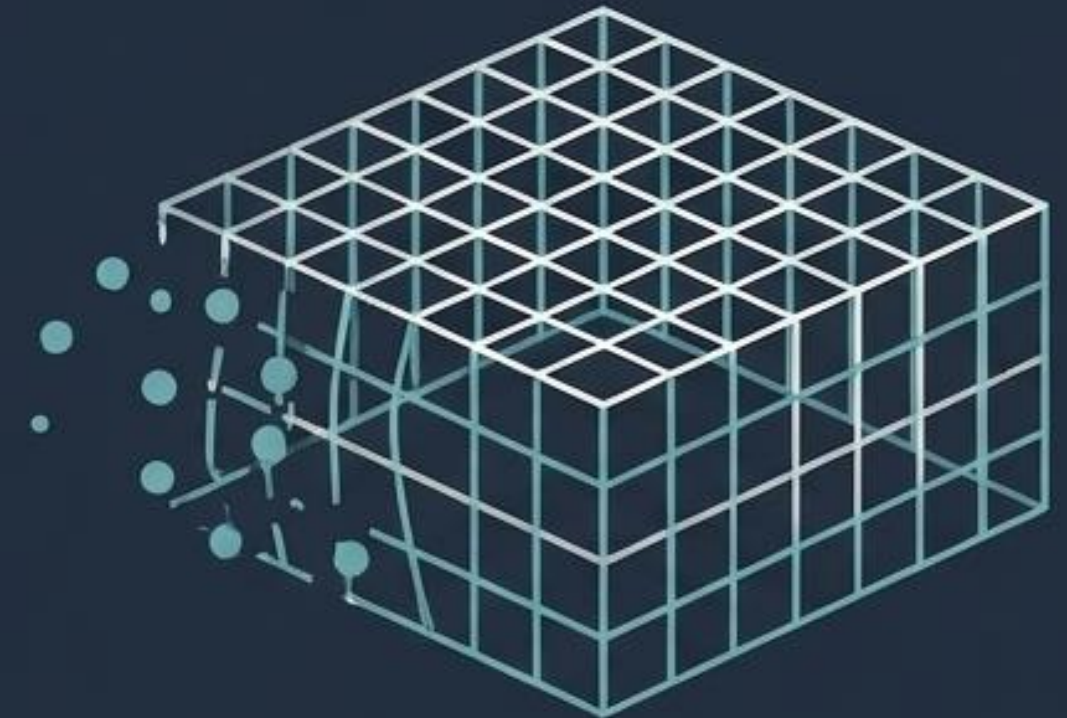
Disrupt the equilibrium. Challenge assumptions, surface dissatisfaction, and create psychological readiness.



Phase 2

Change

The transition itself — messy, nonlinear, anxiety-producing. Requires guidance and reassurance, not just instruction.



Phase 3

Refreeze

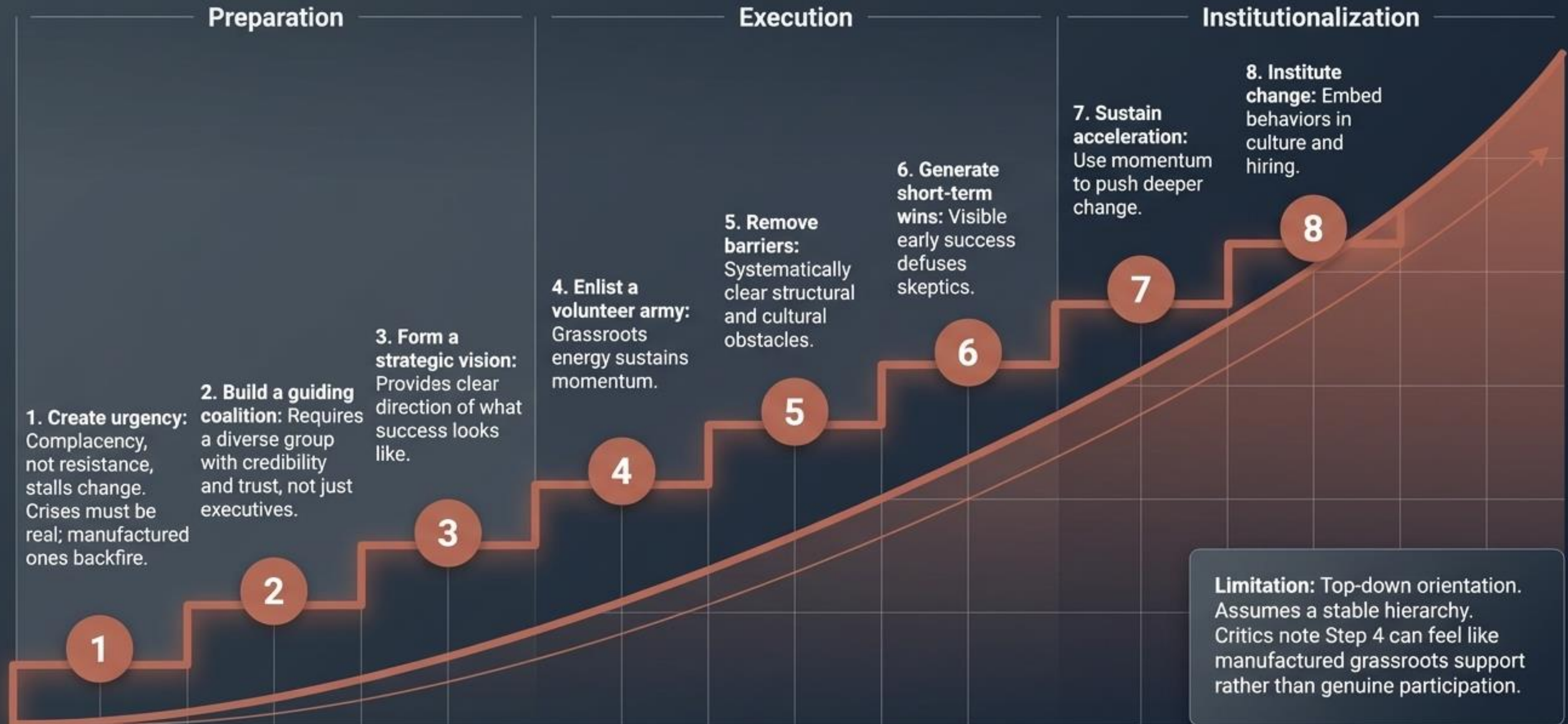
Actively reinforce new behaviors through incentives, culture, systems, and practice until they become the new normal.



Most leaders underinvest here.

Limitation: Assumes change has a clear end state. Poorly fits fast-moving environments where "refreeze" is barely achieved before the next change arrives.

The Organizational Lens: Sequencing Leader-Led Momentum



The Micro Lens: Diagnosing Individual Human Transitions



Limitation: Linear by design, which aids diagnosis but can be too tidy. In practice, people move back and forth, and a team may be at completely different points simultaneously.

Synthesizing the Multi-Level Map

Framework	Level of Analysis	Primary Contribution	Key Limitation
Lewin	Conceptual	Big-picture logic. Explains why you must actively destabilize a system before you can rebuild it.	Struggles in fast-moving environments with no clear end state.
Kotter	Organizational	The leadership playbook. Dictates exactly what leaders need to do to build momentum, and in what order.	Highly top-down; risks manufacturing artificial grassroots support.
ADKAR	Individual	The human reality check. Proves that large-scale change only happens one person at a time.	Overly linear representation of messy, fluctuating human transitions.

The Danger of a Single Lens



Lewin reminds all camps that the unfreezing work is never finished as fast as anyone thinks.