The Concerns Based Adoption Model

Developed by Educational Psychologist Dr. Frances Fuller the Concerns Based Adoption Model (CBAM) predicts that individuals in any organization which is adopting any new innovation or change go through predictable stages of concern. Whether it be computer software, privatization of a former government agency, new personnel or the inevitable doing more with less, the stages involved in successfully addressing change are the same.

There are three basic Stages of Concern defined in CBAM: Concern for Self, Concern for Task, and Concern for Impact. Most organizations only address the concerns for Task. CBAM states that the successful accomplishment of an intervention is directly dependant on moving employees through each of these levels of concern.

**Concern for Self.**
Everyone worries. Whenever change occurs, we worry how the change will affect us. Am I up to the challenge? Can I learn what I need in order to succeed in the new system? How will it affect me, my job, my future? Will I be able to do what is required?

**Concern for Task.**
What am I required to do? What are the steps necessary to succeed? What follows what? What do I have to do and how do I do it? Who else is involved in me successfully accomplishing my task?

**Concern for Impact.**
What difference will this change really make? How will it affect how decisions are made? What will I be able to do that I can't do now? Will it be better?