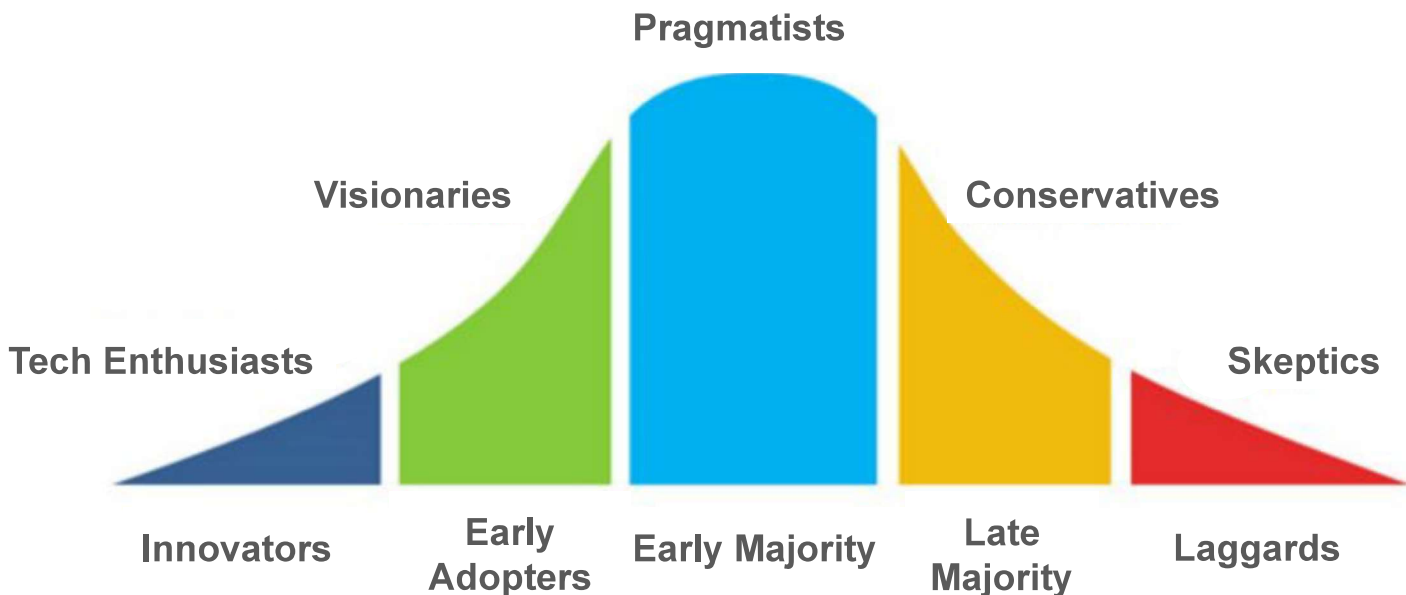


# Law of Diffusion of Innovation

We use the Law of Diffusion of Innovation as a framework for thinking about culture change. Anytime something is new, adoption tends to follow a predictable pattern:



**INNOVATORS & EARLY ADOPTERS** – The people who are early and quick to jump on board (and hopefully describes you as an Ambassador). These are the people that will help build energy and traction; however, as you can see from the curve, they are a smaller group.

**EARLY MAJORITY** – The people in the middle who can be swayed either way. They are typically sitting back a bit waiting to see how things turn out – to see if this “culture thing” or “WHY thing” is going to go away. As you build momentum via the Innovators and Early Adopters, more of the Early Majority will engage and be on board; this is when you start to hit a critical mass and tipping point for adoption of this work.

**LATE MAJORITY** – The people who will take longer before they are on board. They need to be convinced (and see “proof”) that a change is worth it and will make things better for them. They aren’t necessarily against it; they just need time to embrace it.

**LAGGARDS (aka Detractors or Skeptics)** – The people that may never be on board. Although they are small in numbers, they frequently are loud and can take up a lot of attention (and are usually rooted in a lot of story and drama). If you let them, they can frustrate and derail you; and they can also influence the Late Majority and even the Early Majority if you give them space to do so.