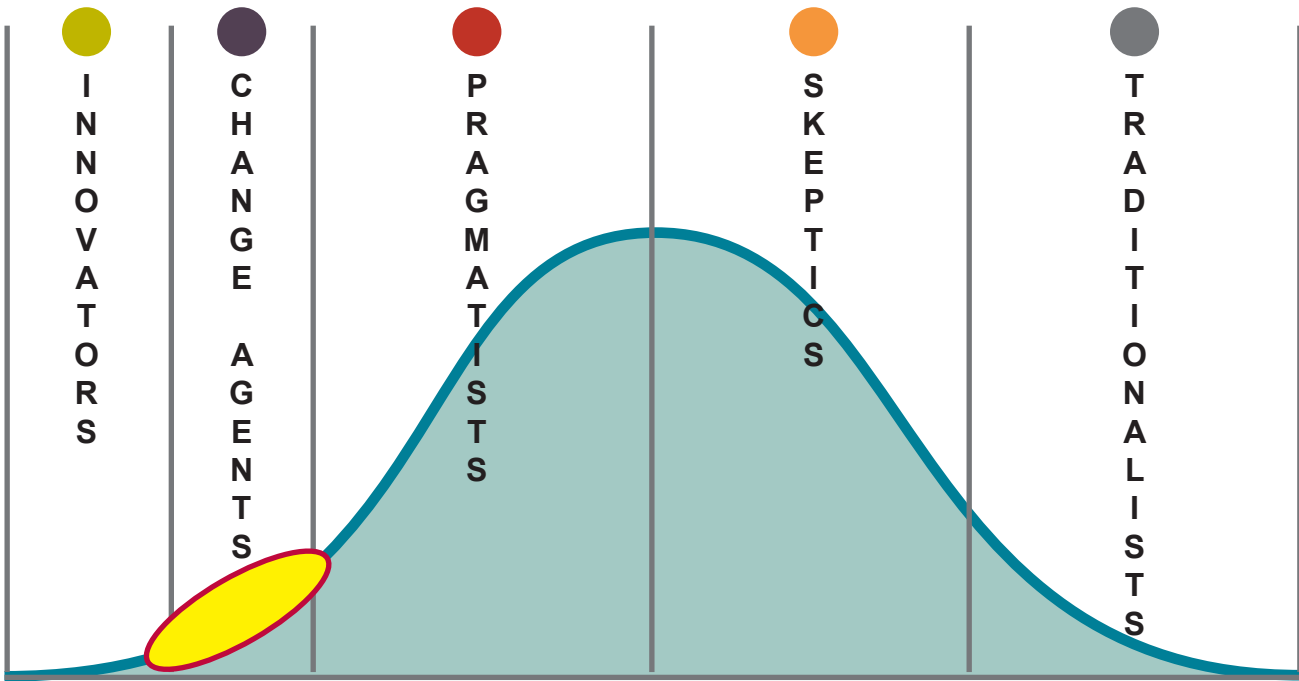


## Adoption of Innovation



Innovators like to operate at—or beyond—the cutting edge. They love learning and playing with new concepts, and they love trying new ideas, even if they're not entirely feasible or reasonable. They are true believers in possibility.

Unfortunately, because they tend to pursue “crazy” ideas and use unusual language, they often fail to convince a significant number of other people that their ideas have potential to be tremendous innovations.

In Collaborative Innovation, we often draw on the ideas of innovators and include some in each network.

Change Agents see what the Innovators are playing with and find the tremendous value hidden inside. They are able to translate and package the innovation so it's of more interest (and seems more feasible) to everyone else.

Change Agents dominate in Collaborative Innovation because the networks are all about uncovering innovations and figuring out how to scale them!

Pragmatists want to know that the innovation has practical or commercial value. They don't appreciate risk but are willing to take some in order to achieve their financial or practical interests. Innovators make them uncomfortable because those crazy-sounding ideas seem really risky.

In Collaborative Innovation, we tend to have at least a handful of Pragmatists. They keep the rest of the network honest about their assumptions and can help them figure out how to take the work to scale.

Skeptics are highly risk-averse and won't adopt an innovation until the Pragmatists do it first—and prove that it's viable and cost-effective. So they always take a wait-and-see approach to any major change

We rarely have Skeptics in our networks because they are laggards in innovation, not leaders.

Traditionalists are those companies and people who will actively oppose your initiative, often because they are poised to lose status, power, or financial benefits if you succeed.

We don't worry about these folks and we definitely don't invite them into Innovation Networks!

Based on the “Diffusion of Innovation” model developed by Everett Rogers

# Adoption of Innovation

## Three Stances Toward Change

