

	Innovators	Early Adopters	Early Majority	Late Majority	Laggards
	Enthusiasts or Mavericks	Visionaries or Role Models	Pragmatists or Watchers	Conservative or Skeptical	Traditionalists
How to identify me	<ul style="list-style-type: none"> • I am often the first trying something new • I might have brought you the idea • I am a risk taker • I will “leave the village” to learn 	<ul style="list-style-type: none"> • I have a natural desire to be a trendsetter • I am less of a risk taker than my innovator peers • I am more relatable and connected to my peers (more so than innovators) • I am often a local opinion leader (formally or informally) 	<ul style="list-style-type: none"> • I am open to trying new ideas <i>but</i> I am also practical and cautious • I am often less visible than my early adopter peers • I seldom hold opinion leadership positions 	<ul style="list-style-type: none"> • I respond to peer pressure • I will adopt a new idea once it’s the new status quo • I want “tried and true” ideas that are ready to implement 	<ul style="list-style-type: none"> • I want to maintain the status quo • I am often isolated from opinion leaders • I can be suspicious of new ideas and change agents
How to engage me	<ul style="list-style-type: none"> • I like to be the first • I am self-motivated and eager to try new ideas • Share new, innovative ideas that are of interest to me • Listen - I might be the one sharing the new idea 	<ul style="list-style-type: none"> • Share new, innovative ideas that are of interest to me • Connect it to the “big picture” • Connect me with innovators or other early adopters to learn from their experiences 	<ul style="list-style-type: none"> • I need someone I trust to <i>bring</i> me new ideas • Get to know me and what matters to me, not every idea will be for me • Evidence speaks to me, show me the data • A peer’s endorsement can sometimes influence me more than the evidence • I prefer changes that positively impact my patients • Keep it simple, complex ideas may overwhelm me • I may need time to think about a new idea, circle back to me 	<ul style="list-style-type: none"> • Maintain our relationship • Keep me in the know about what my peers are doing • I am motivated to keep up with them or proven trends • Show me the local proof • I often don’t find evidence from elsewhere trustworthy or interesting • Connect me with my peers who I trust to share their experiences, I also need to know it’s safe 	<ul style="list-style-type: none"> • Maintain our relationship • Keep me informed • I am unlikely to implement a new idea

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			<ul style="list-style-type: none"> Connect me with my peers who have tried the idea, I need to know it's "safe" 		
How I can help you engage others	<ul style="list-style-type: none"> I am a great tester of new ideas to work out the "bugs" Early majority will have a hard time relating to me Connect me with early adopter peers to share my experiences so they will try the new idea 	<ul style="list-style-type: none"> I am also a great tester Help me test out the idea Give me opportunities to share my experiences Use me as a connector and influencer I am relatable, credible and persuasive especially to my immediate, early majority peers 	<ul style="list-style-type: none"> I am the key to widespread adoption of the new idea I can serve as an opinion leader once more early majority are on board Give me opportunities to share my experiences I am relatable, credible and persuasive especially to my immediate early majority peers 	<ul style="list-style-type: none"> Once a change is the new status quo I can help you to engage my peers 	<ul style="list-style-type: none"> Because I am resistant to change I may not be helpful with engagement I can be an influencer amongst my late majority peers Understanding my perspective may be useful to engage "nay-sayers"
How to support me	<ul style="list-style-type: none"> Don't focus your support efforts on me, I will self-propel I like to go fast Get me what I need, and get out of my way! 	<ul style="list-style-type: none"> I'm very similar to my innovator peers I may require a bit more support to test out a new idea, but once I have it let me go Don't focus your support efforts on me, I will also self-propel 	<ul style="list-style-type: none"> Focus your support efforts on me Unlike my early adopter peers I won't self-propel Because I am cautious I will want to implement changes in small, bite-sized steps I value support that's easy to access when I need it I will likely need help to see the "big picture" 	<ul style="list-style-type: none"> Don't focus your support efforts on me until most of the early majority have taken up the change Once the time comes I will need help to implement it Do keep me in the know about what's happening 	<ul style="list-style-type: none"> Keep me in the know, but don't focus your support efforts on me