

## How People Accept Change – Matrix

| Types   | Response Time                      | Analogies   |
|---|------------------------------------|---|
| <p><b><u>Innovators</u></b><br/>1-3% of society</p> <p>Creators: Always on to a new area of interest (unsolved mystery) regardless of what the group is wants</p> <div style="text-align: center; border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;"><b>Push/Pull</b></div>  | Immediate                          | <p style="text-align: center;"><i>Jet Ski</i></p> <p>Often rides alone and apt to run out of gas</p> <p>Known as: explorers, experts, risk takers, idea and option generators, thoughtful, far-out, dreamers, conceptual</p>  |
| <p><b><u>Early Adopters</u></b><br/>13% of society</p> <p>These are <b><u>only</u></b> ones who will pull you out of the <i>Implementation Dip</i></p> <p>How to Get on Board: Access to Innovators</p> <div style="text-align: center; border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;"><b>Tipping Point</b></div>  | 1 year                             | <p style="text-align: center;"><i>Speedboat</i></p> <p>Moves quickly to implementation without knowing how it will work</p> <p>Known as: doers, seekers of effective action, creative appliers of an idea, periodically break rules and ask for forgiveness later or a waiver</p> |
| <p><b><u>Early Majority</u></b><br/>34% of society</p> <p>Backbone for change: Without this group onboard the change will not become part of the culture, but morph into the next new thing the Early Adopters want to do.</p> <p>How to Get on Board: Show them how, provide examples and data</p> <div style="text-align: center; border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;"><b>Sustainability</b></div> | 3 years                            | <p style="text-align: center;"><i>Party Barges</i></p> <p>Needs to see it working before trying to do it, likes benchmarking data proving effectiveness</p> <p>Known as: loyal, solid employee, does good work, thorough but not inventive, follows the rules</p>                 |
| <p><b><u>Late Majority</u></b><br/>34% of society</p> <p>How to Get on Board: Prove to them over time that the change has occurred, the Early Majority like it, and want to sustain the efforts.</p>  | 5 years                            | <p style="text-align: center;"><i>Cruise Liners</i></p> <p>Known as: wait and see, plodders, life beyond workplace is often more important, may break a rule once in a while, takes advantage of any employee benefit to the maximum, socializers</p>                             |
| <p><b><u>Laggards</u></b><br/>16% of society</p> <p>They actively sabotage change efforts and keep the group at the bottom of the <i>Implementation Dip</i>.</p> <p>How to Get on Board: One small step at a time</p>   | Very Rarely Change<br>Never Change | <p style="text-align: center;"><i>Rowboat at Dock or Sand Bar</i></p> <p>Deal with them by the 3 R's: Retrain, Retire, or Relocate</p> <p>Known as; hard heads, jokesters, negative talkers, gossips, demanding of attention</p>  |

Adapted from: Communications of Innovations. Roger and Shoemaker, 1971 by Mission Consulting Group and International Center on Collaboration, 2006.