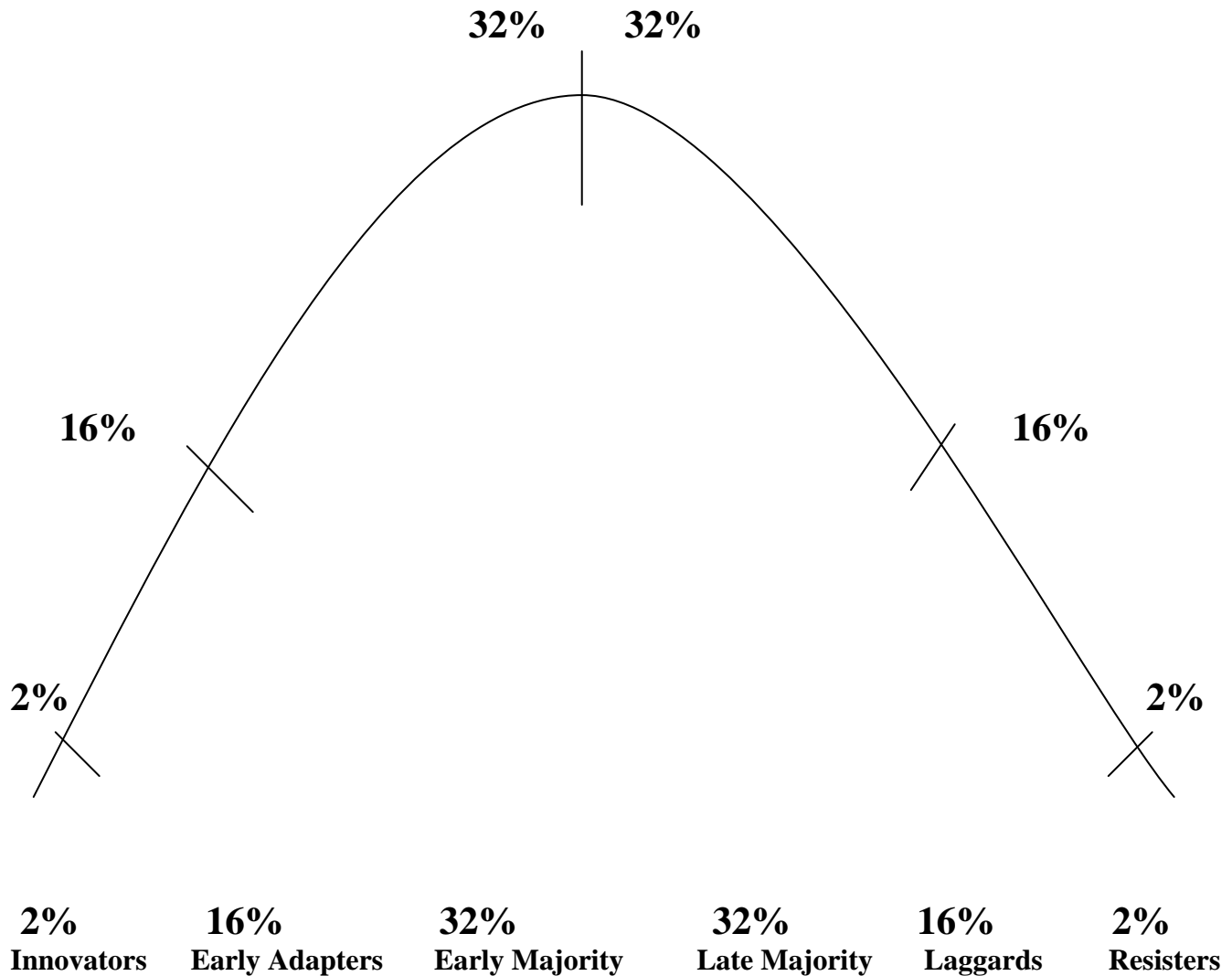


# Diffusion of Innovation

Dr. Everett Rodgers

(the ability of any given group to accept innovative change)



Proposes that out of any group of 100 persons there are the following:

**Innovators (2%)**-True visionaries, see the future, predict it, recommend change to support vision.

**Early Adapters (16%)**-These are persons who adapt quickly with recommended vision and will help develop corresponding plans and promote their necessity. Often these persons are leaders in a movement for change.

**Early Majority (32%)**-A mostly quiet group who can discover the value of recommended changes once they understand thoroughly the vision for it and the plans to support it.

**Late Majority (32%)**-Tend to be a bit more negative and doubtful and require significant communication and opportunities to ask questions and are allowed to challenge in order to accept the proposed vision and corresponding plans that bring about change.

**Laggards (16%)**-Vocally opposed to recommended changes and it takes significant communication of the vision and plans to have this group accept them. They may be very late in accepting change and work to oppose it.

**Resisters (2%)**-Will actively oppose proposed change. Sometimes can be referred to as “saboteurs” because of the length they will go to oppose change. They may never accept the need for a proposed vision, corresponding plans and eventual changes.