Adoption of Innovation

I N N O V A T O R S

C H A N G E   A G E N T S

P R A G M A T I S T S

S K E P T I C S

T R A D I T I O N A L I S T S
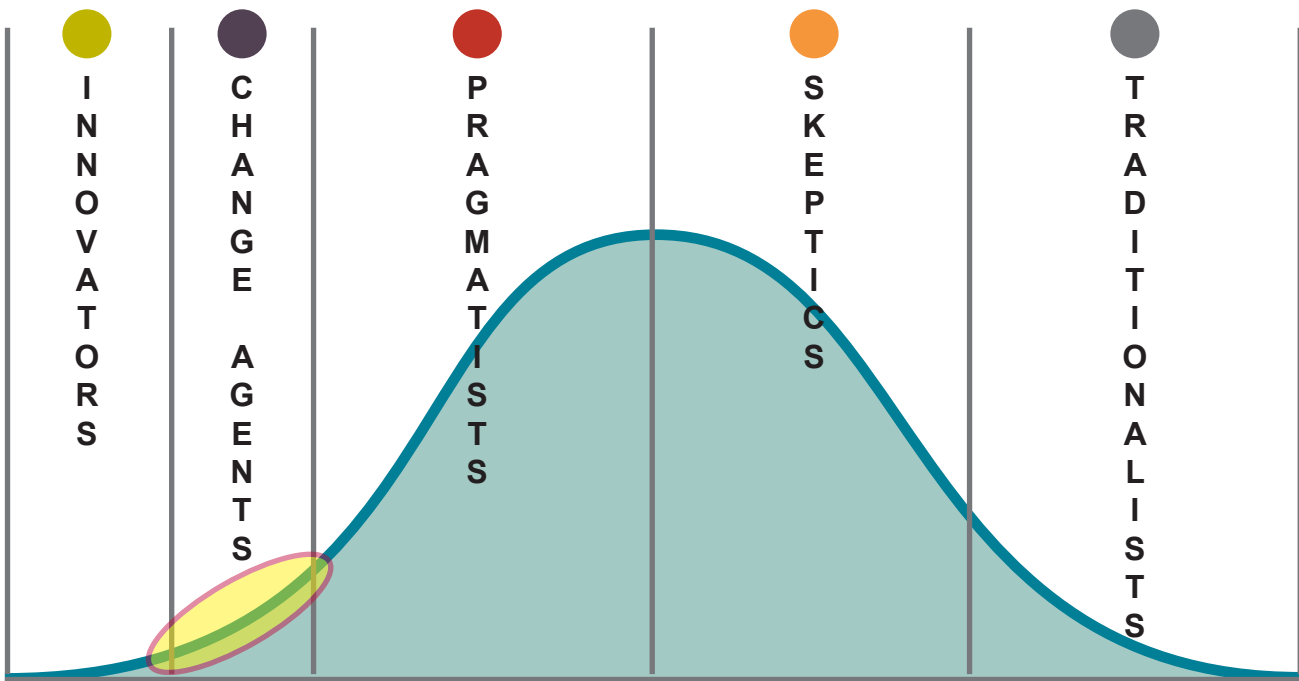
Innovators like to operate at–or beyond–the cutting edge. They love learning and playing with new concepts and testing new ideas, even if they're not entirely feasible or reasonable. They are true believers in possibility.

Unfortunately, because they tend to pursue "crazy" ideas and use uncommon language, they often fail to convince a significant number of other people to take up their proposals.

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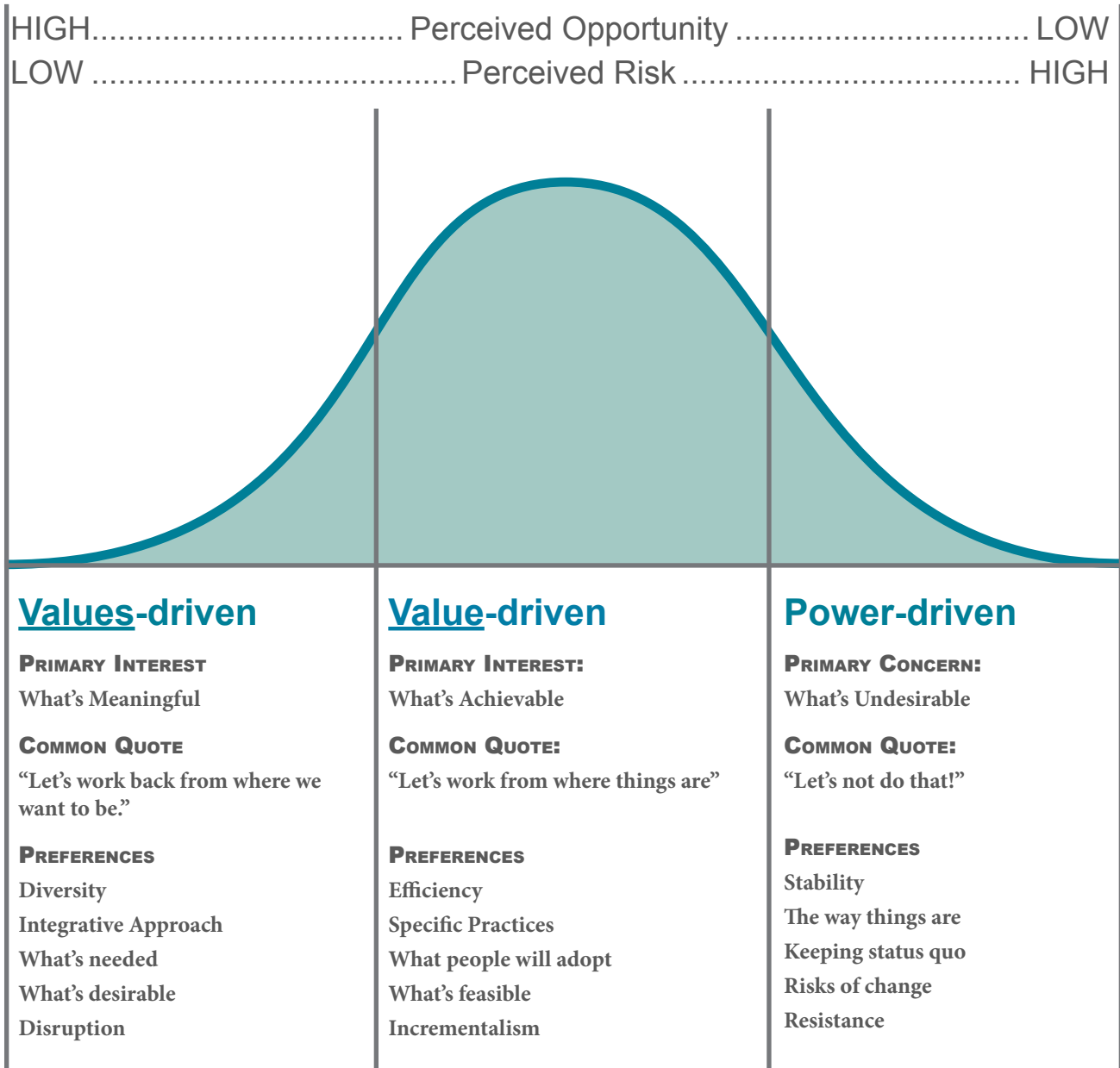
We don't worry about these folks and we definitely don't invite them into Innovation Networks!

= our optimal participant

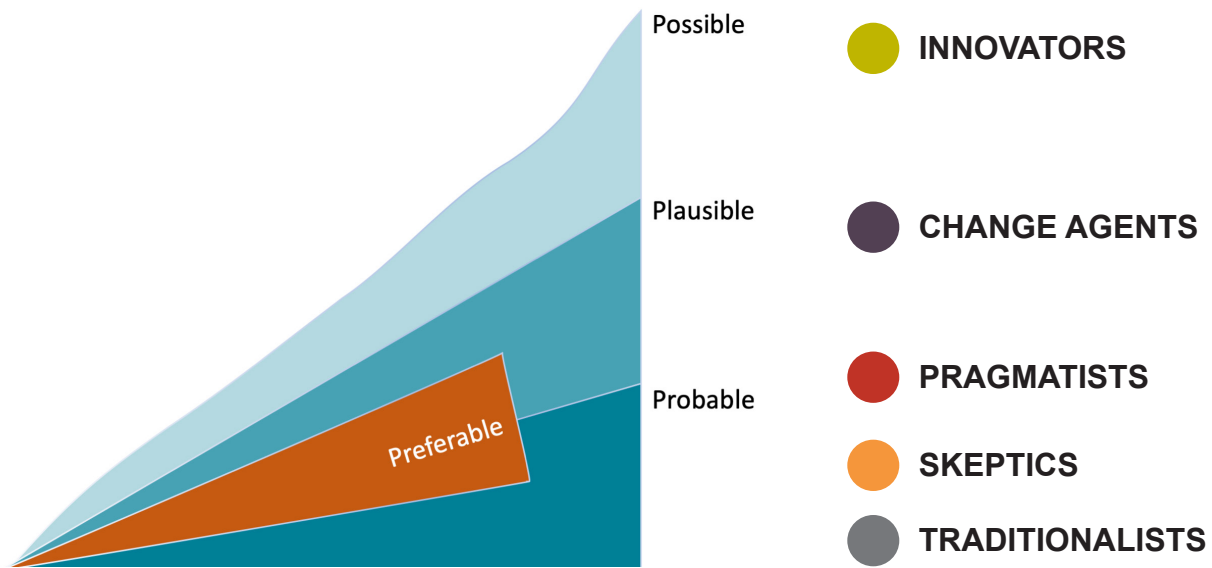Based on the "Diffusion of Innovation" model developed by Everett Rogers

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INSIGHT ❯ INNOVATION ❯ IMPACT

Adoption of Innovation

Three Stances Toward Change

HIGH.. Perceived Opportunity .... LOW
LOW .... Perceived Risk .... HIGH

Values-driven

PRIMARY INTEREST
What's Meaningful

COMMON QUOTE
"Let's work back from where we want to be."

PREFERENCES
Diversity
Integrative Approach
What's needed
What's desirable
Disruption

Value-driven

PRIMARY INTEREST:
What's Achievable

COMMON QUOTE:
"Let's work from where things are"

PREFERENCES
Efficiency
Specific Practices
What people will adopt
What's feasible
Incrementalism

Power-driven

PRIMARY CONCERN:
What's Undesirable

COMMON QUOTE:
"Let's not do that!"

PREFERENCES
Stability
The way things are
Keeping status quo
Risks of change
Resistance

Adoption of Innovation

ORIENTATIONS TOWARD POSSIBLE FUTURES

Possible

Plausible

Probable

Preferable

- INNOVATORS
- CHANGE AGENTS
- PRAGMATISTS
- SKEPTICS
- TRADITIONALISTS

Four Futures Model based on Hancock, Trevor & Bezold, Clement. (1994). Possible futures, preferable futures. The Healthcare Forum journal. 37. 23-9.

ORIENTATIONS TOWARD SYSTEM HORIZONS

H1: SYSTEM IN DECLINE   **H2: TRANSITIONAL SYSTEM**   **H3: NEW SYSTEM**

SYSTEM FIT FOR PURPOSE

TIME

- TRADITIONALISTS
- SKEPTICS
- PRAGMATISTS
- CHANGE AGENTS
- INNOVATORS
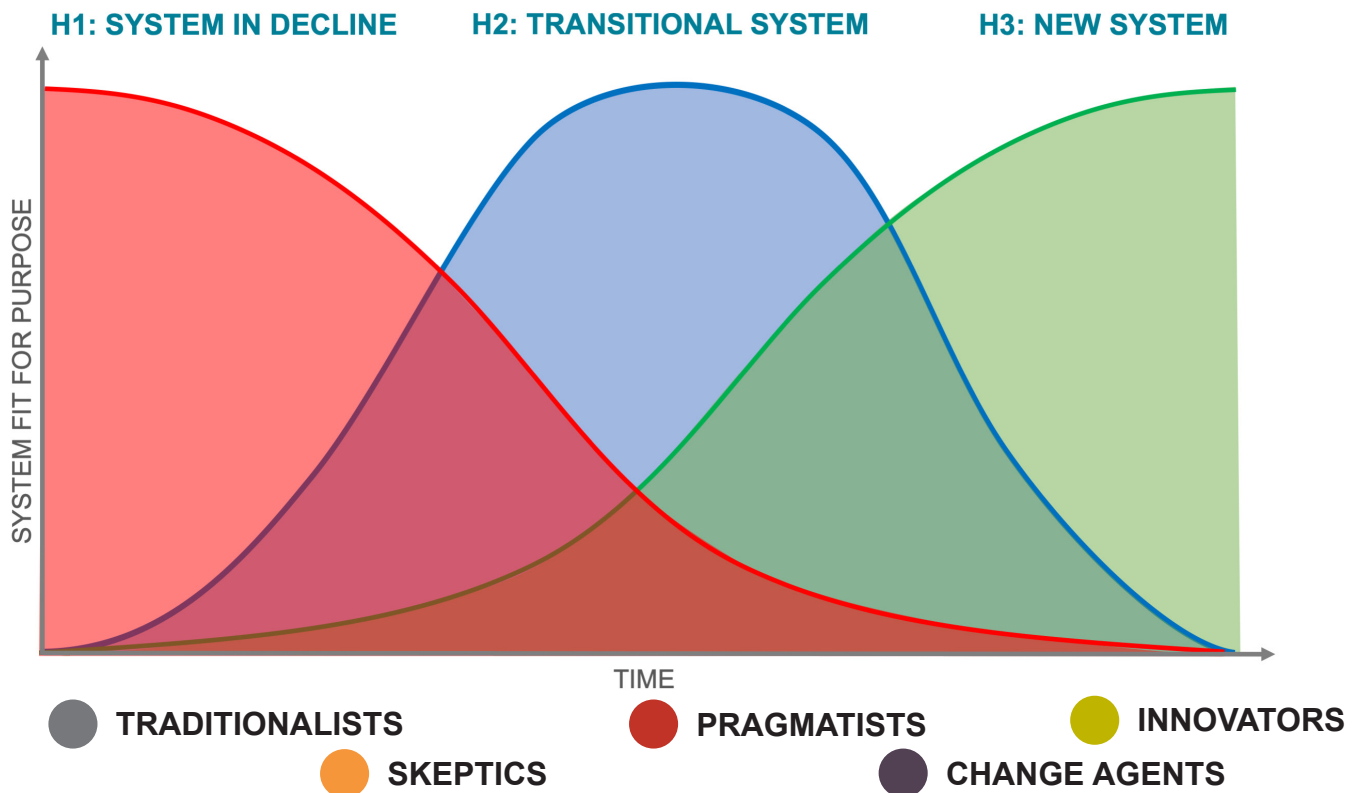
Three Horizons Model based on Van der Heijden, Kees , and Bill Sharpe. "Deepening Futures With System Structure." *Scenarios For Success: Turning Insights into Action*, John Wiley & Sons Ltd., 2012.