

Worksheet: Considerations for Sustainability

Attribute	Notes on Questions
Measurement What would we continue to measure? What would we stop measuring? What is our plan if we see a negative signal (aka special cause variation)?	
Ownership Who will own the new standard work? Are they engaged and onboard with our improvement work?	
Communication and Training How will we communicate about this work? Who will be the messengers? How will we support individuals in the “new right way”? What type of training will we use?	
Hardwiring the Change & Build the Infrastructure How will we make it hard to do the wrong thing and easy to do the right thing? How will we standardize? Can we reduce reliance on human memory? What about documentation. Do we have all the resources needed?	
Assessment of Workload Are our changes increasing the overall workload to the system? If so, how can we decrease the workload? If not, how will we communicate about what is changing and not changing?	



Adopter Characteristics and Strategies

Innovator enthusiasts 2.5%

Characteristics

- ❖ Venturesome, risk takers
- ❖ Appreciate innovation for its own sake
- ❖ Motivated by the idea of being a change agent
- ❖ Love to talk about new ideas/products
- ❖ Gate keepers for early adopters

Strategies

- ✓ Seek them out and invite them to be partners in design

Early adopter visionaries, 13.5%

Characteristics

- ❖ Once benefits start to be seen they leap in
- ❖ Have a natural desire to be trendsetters
- ❖ Provide excellent tester subjects to trial for innovation
- ❖ They work out kinks for early majority
- ❖ Serve as the opinion leaders

Strategies

- ✓ Involve in testing, reward and promote their participation
- ✓ Recruit to be peer educators
- ✓ Keep in the loop, inform and provide feedback

Early majority pragmatists, 34%

Characteristics

- ❖ Need proof of benefits and must-see solid endorsement
- ❖ Cost sensitive, risk adverse and prudent
- ❖ Want low complexity, high convenience and reliability
- ❖ Also serve as opinion leaders, but later in the process

Strategies

- ✓ Get endorsements from credible similar users
- ✓ Improve to maximize ease and simplicity
- ✓ Provide strong customer support and service & training
- ✓ Simplify instructions for use – plug and play

Late majority skeptics, 34%

Characteristics

- ❖ Skeptical, cautious and hate risk
- ❖ Often innovation shy and do not like your new idea
- ❖ Very cost sensitive and respond to economic necessity
- ❖ Require bulletproof solutions
- ❖ Respond to peer pressure and trusted advisors

Strategies

- ✓ Reduce cost and maximize ease of use
- ✓ Provide strong user support and minimize learning curve
- ✓ Get credible endorsements from respected skeptics

Last adopter disbelievers, 16%

Characteristics

- ❖ Want to maintain status quo, reference is in the past
- ❖ Often isolated from opinion leaders
- ❖ See proposed innovation as a hindrance
- ❖ Usually invest only if all other alternatives are worse

Strategies

- ✓ Provide personal control – when, where, how they adopt
- ✓ Maximize their familiarity with new process / behavior
- ✓ Let them learn from other successful last adopters

Exercise: Assess the readiness of ideas for rapid expansion

1. Select one improvement or promising intervention you want to spread
2. Use a 1- 5 scale to rate each of the five attributes from the viewpoint of the target audience. Record your assessment in the table below:
 - 1 - Change is very weak relative to this attribute
 - 3 - Change is okay relative to this attribute
 - 5 - Change is very strong relative to this attribute
3. Based on the assessment and considering the adopter categories and strategies handout, discuss with your colleagues the steps you would take to accelerate the uptake of the change

Worksheet: Assess the Readiness of an Idea for Rapid Spread

Change/Improvement/Intervention: _____

Attribute	Score (1 – 5)	Actions to Take
Relative advantage (i.e., how strong is the evidence that the change is better than the old way)		
Compatibility with current system (i.e., how well does it fit the current structure, values, and practices)		
Simplicity of the change (i.e., how easy is the change to adopt)		
Testability (i.e., can people try it)		
Observability (i.e., can people see it before trying it)		