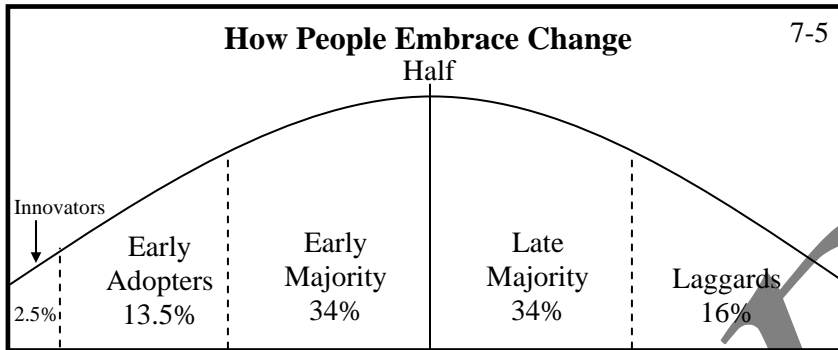


**D. How People Embrace Change.**

(Suggested Teaching Time: 10 Minutes)

People do not embrace or adopt change at the same rate. Here is a classic review of people's receptivity to change.



Show slide 7-5.

**1. Innovators.**

Innovators greatly desire change and new ideas. They like bold and risky plans.

- They expect uncertainty and accept setbacks.
- They move quickly to new ideas, leaving the previous behind.
- They bring new ideas, but are not well-respected by the group.

Show slide 7-6.

**2. Early Adopters.**

Early adopters are the respected opinion leaders of any group.

- They are ahead of the others, but not too far out in front.
- They adopt new ideas and then help others embrace them.
- They are the most helpful to leaders in implementing change.

**3. Early Majority.**

Early majority people adopt change just before the second half of all the total group does.

- They are not influencers or opinion leaders, but interact often with the group and follow willingly once convinced.
- They make decisions slowly and carefully assess the good and bad effects of a new idea.

**4. Late Majority.**

[See Appendix 7C]

Late majority people adopt change just after the first half of the group does.

- They are skeptical and cautious about change and do not adopt it until most others do, primarily from peer pressure.
- Yet, they will consistently follow once the change is the norm.

See Appendix 7C to see why people resist change.

**5. Laggards.**

Laggards are the last to embrace change. They relate to others with traditional values and have little influence.

- They are suspicious and critical of change or change agents.
- They make decisions based on what was previously done.

7-6

**How People Embrace Change**

1. Innovators.
2. Early Adopters.
3. Early Majority.
4. Late Majority.
5. Laggards.