Roger’s Innovation Curve

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Roger's Innovation Adoption Curve

- Innovators: 2.5%
- Early adopters: 13.5%
- Early majority: 34%
- Late majority: 34%
- Laggards: 16%

The Chasm

Trying to convince the mass of a new idea is useless. Convince innovators and early adopters first.
Where are you on the Innovation Curve

1. Where is your institution on the Innovation Curve?

- MANAGEMENT
- TECHNOLOGY
- DESIGN & DEVELOPMENT
2 Where are you on the Innovation Curve?