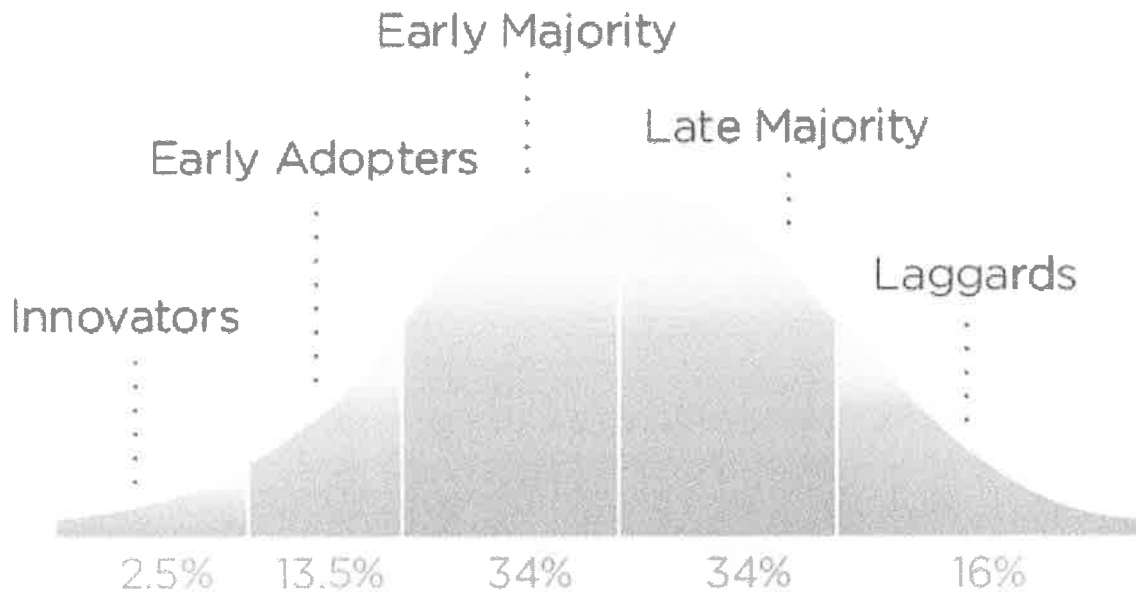


The Bell Curve of Change



INNOVATION ADOPTION LIFECYCLE

[http://en.wikipedia.org/wiki/Technology_adoption_lifecycle]

Innovators: Brave people who will champion the change.

Early adopters: Respectable people, opinion leaders, try out new ideas but in a careful way.

Early majority: Thoughtful people, careful but accepting change more quickly than the average.

Late majority: Skeptic people, will accept change but only when the majority have accepted it.

Laggards: Traditional people, caring for the 'old ways', critical towards new ideas and will only accept them if it becomes mainstream or even tradition.

[http://www.valuebasedmanagement.net/methods_rogers_innovation_adoption_curve.html]

**tick where they think they are on the curve - hands up and tally*

Think of a recent change at church or work. How did you respond? Why?

When we have a change we want to champion at church, what kinds of things do we automatically think we need to do to help people to accept that change?

How successful have you found those strategies?

How might your awareness of the 'Bell Curve of Change' effect the strategies you apply in the future?