THE CHANGE ADOPTION CURVE Get People On Board Faster





3. Address Fears, Not Just Logic

- Change is emotional, not just rational
- Acknowledge concerns & provide reassurance

Example: Hosting Q&A sessions to answer doubts & build confidence.



2. Show Quick Wins

- Show small, quick benefits to gain momentum
- People trust results more than promises

Example: Launching a test phase with visible improvements.



4. Involve the Team in Decisions

- People resist change when they feel it's forced upon them
- Engage the team in discussions & problem-solving

Example: Conducting surveys & feedback loops for input.



1. Start with Champions

- Identify early adopters who are excited about change
- Leverage their influence to bring others on board

Example: Assigning enthusiastic team members as pilot testers.





5. Celebrate Progress

- Recognise milestones to keep motivation high
- Small wins reinforce that change is working

Example: Publicly acknowledging success stories.

Early
Adopters
(Champions)

Early Majority
(Persuadable but cautious)

Late Majority (Sceptical but will follow) Resistors
(Actively resist change)

Lead the change, don't force it