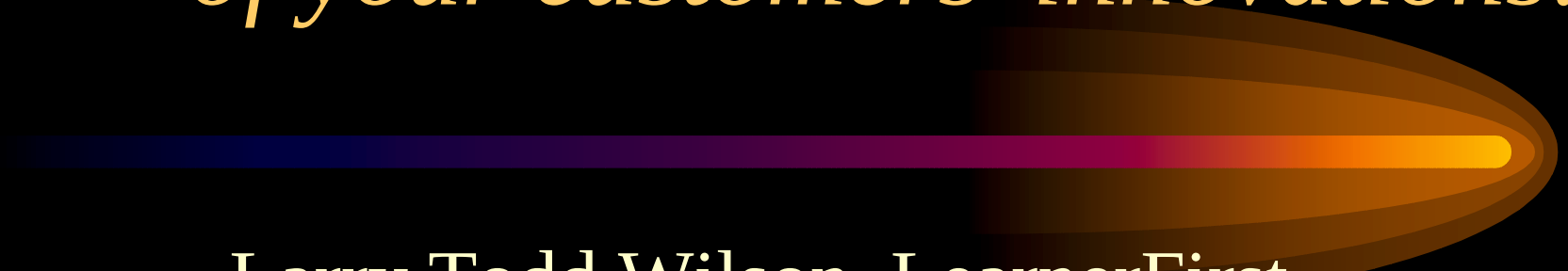


How to speed up the rate of diffusion of your customers' innovations!



Larry Todd Wilson, LearnerFirst

April 15, 1997

Buckman Laboratories

Memphis, Tennessee

Diffusion of Innovations - 3rd Ed. - Everett M. Rogers

Innovation



- *"An innovation is a new idea, practice or object (product)."*
- To diffuse an innovation means to get it adopted by communicating.
- *"Getting a new idea adopted, even when it has obvious advantages, is often very difficult."*



Idea!

- Provide your customers with a technology to help them communicate innovations to their customers.
- *Change agents should "seek to raise the clients' technical competence and ability to evaluate potential innovation themselves. Then, eventually, the clients could become their own change agents."*

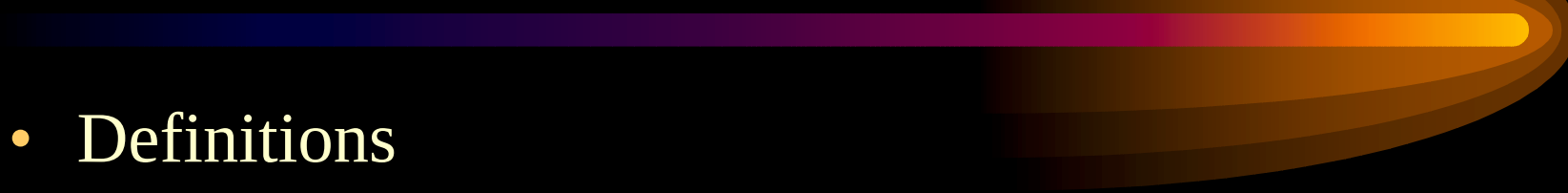
What is *LearnerFirst* technology?

- A mature, successful approach for enhancing the content, structure, and process of communication.
 - Harvesting Process
 - Technical Infrastructure
- *"A technology reduces the uncertainty in achieving a desired outcome. A technology usually has two components: (1) a hardware aspect, consisting of a tool, and (2) a software aspect, consisting of the information about the tool."*

Communication = Guidance+Support Information

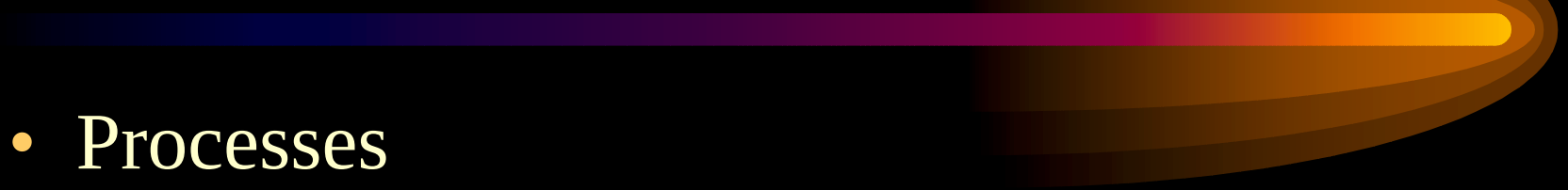
- *"Communication is the process in which participants create and share information with one another in order to reach a mutual understanding."*
- In communication, information shared is related to:
 - Mental (intellectual skills)
 - Emotional
 - Physical (motor skills)

To gain understanding, individuals prefer different types of information.



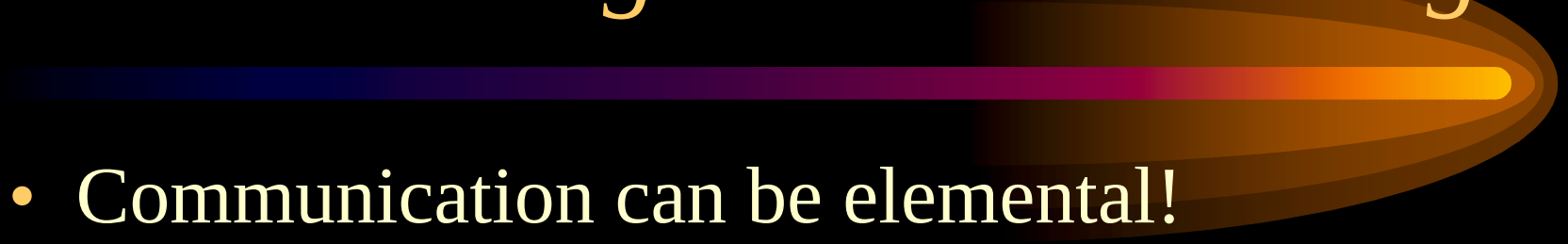
- Definitions
- Examples
- Images (visual aids)
- Purpose Statements
- Descriptions of inputs, outputs, performance measures, feelings, resources, and time or costs.

Guidance can be communicated at four possible levels of abstraction.



- Processes
- Techniques
- Thinking Skills & Motor Skills
- Elements

People use elements when thinking and collaborating.



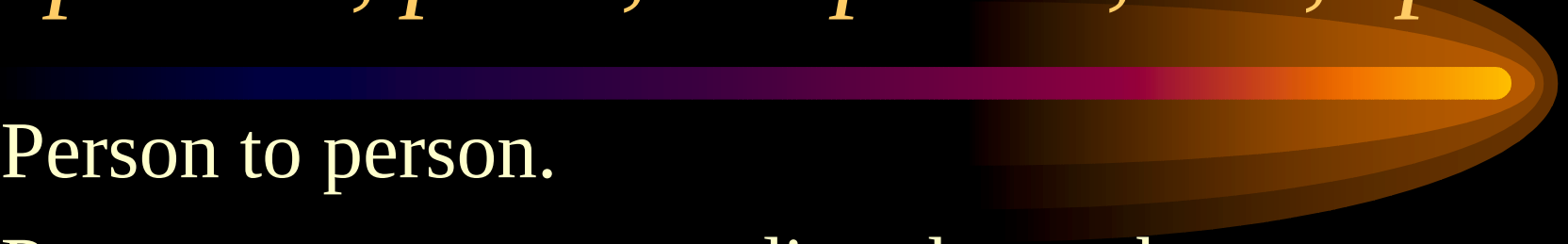
- Communication can be elemental!
- Elements of thought are domain neutral.
- At this time, there are 5 major classes and about 118 varieties of elements.

Each guidance element has four parts:



- Prompt in the form of a question and/or a cue
- A way to record a response
- Feedback (optional)
- Functional help (about how to operate the medium)

Varieties of Communications *(in person, print, telephone, PC, space)*



- Person to person.
- Person to person, recording the exchange.
- Person to person, recording the exchange, editing the records.
- Person to person, enhancing the transfer, recording the exchange, editing the records.
- Person to person, enhancing the transfer, recording the exchange, editing the records, evaluating records for cost and quality improvements.

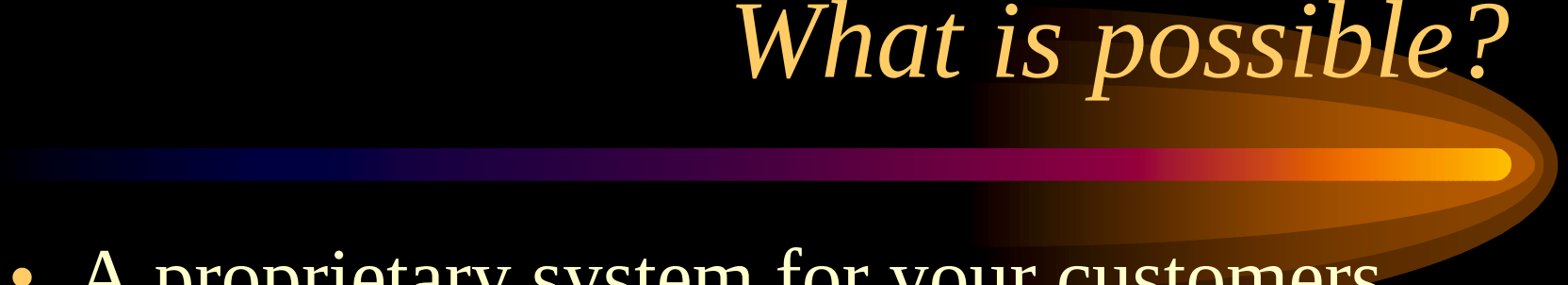
New Communications Media

- Are performance-oriented.
- Are learning theory based.
- Are always available for real-time augmentation.
- Provide perfect memory.
- Are inter-networked.
- Are as transparent & natural as possible.
- Operate in a consistent manner.
- Leverage everyone's know-how.
- Elicit, Capture, Organize, Apply, Record, Share, Evaluate, Improve.

Evaluating Innovations

- *Consider: Relative advantage, Compatibility, Complexity, Trialability, & Observability*
 - Is this idea better than the one it replaces? Compare profit, status, comfort, time savings, effort savings, immediacy of reward.
 - Is this idea consistent with existing values, past experiences, and present needs?
 - Is this idea easy to understand and easy to use?
 - Can this idea be experimented with on a limited basis?
 - Are the results of this idea visible to others?

What is possible?



- A proprietary system for your customers that enhances their ability to diffuse innovations!
- Build from experience with existing IT.
- Harvest critical know-how (internal & customers').

LearnerFirst can provide:



- Core Capability (Harvesting)
- Technical Infrastructure (Windows, Web/Java)
- "Content"
- Unique Design Principles & Solid Research
- Visual Indexing System
- Lessons Learned