Scenario:	A school psychologist is encouraging a 12 member staff in a special education (SE) department to use a research based direct instruction Math intervention program in their classrooms. The district recently purchased the program for the special education classrooms, and it arrived toward the end of the school year for the following year.	
Level of Willingness to Adopt an Innovation	Example	Strategy
Innovators are a relatively small group who readily accept the desired innovation and lead the way in efforts toward adoption.	One SE teacher began using the program right after it arrived. She wanted to start learning how to implement it right away and sought out the support of the school psychologist.	Help this group to be as successful as possible with the program so they can be used as role models and examples.
Early adopters tend to be somewhat larger of a group, accepting the innovation quite readily and providing leadership in the change initiative but only after reasoned consideration.	After the program arrived, four other SE teachers began preparing to use the program. They planned to start the program in the Fall so they could receive training in the summer and spend time preparing and practicing.	Provide training and coaching for this group. Help this group to be successful with the program. They will be motivated to do most of the work on their own. Collect data on their positive results to be shared with the other groups.
The **Early Majority** group tend to be more deliberative, investing more time in considering adoption of the innovation. About one-third of the stakeholders are estimated to belong to this group.	Another teacher expressed some uncertainty about this type of program. After the school psychologist mentioned some of the benefits of this program, she said that while she had some concerns about the program, but she would be willing to be trained in the program since it seems to have positive outcomes for the students. After all, that is what she believes is most important.	Encourage people in this group to talk to others who have had success with the program (e.g., staff at other schools). Share positive results with them. Share research on the program's results.

The **Late Majority** group members are slow to adopt the desired innovation and do so only when a majority of stakeholders have accepted the change and continuing with the status quo is no longer considered viable. Another one-third of the stakeholders belong to this group; in other words, about two-thirds of the members of any system fall into the Early or Late majority.	Another SE teacher expressed a dislike for direct instruction programs and finds them to ruin a teacher's creativity. The school psychologist remembers that this teacher also was resistant to moving toward a Positive Behavior Support model in the classroom, which she now greatly supports.	This group will be convinced by others similar to them, not by you. Provide them the support necessary but do not exert all your time and energy on this group.
Laggards are considered to be those who will continue to resist the change effort.	Several of the other SE teachers do not even know about the program. They did not attend the SE curriculum committee. They have very strong beliefs about their own curriculum and are not even interested in learning about other curricula. Even if the program is purchased at their school, they will likely continue to use their same materials or will not implement the program with integrity.	Do not waste time on this group. Try to contain their negativity, which may slow down the enthusiasm of you and others. This group cannot be convinced. They will only implement the program at a point when it is no longer an option to continue their current practices.

Scenario/Innovation presented in your school:		
Level of Willingness to Adopt an Innovation	Brainstorm people you know who fall into this category (can use initials or pseudo names)	Your Strategy for promoting change within this group
Innovators are a relatively small group who readily accept the desired innovation and lead the way in efforts toward adoption.		
Early adopters tend to be somewhat larger of a group, accepting the innovation quite readily and providing leadership in the change initiative but only after reasoned consideration.		
The **Early Majority** group tend to be more deliberative, investing more time in considering adoption of the innovation. About one-third of the stakeholders are estimated to belong to this group.		
The **Late Majority** group members are slow to adopt the desired innovation and do so only when a majority of stakeholders have accepted the change and continuing with the status quo is no longer considered viable. Another one-third of the stakeholders belong to this group; in other words, about two-thirds of the members of any system fall into the Early or Late majority.		
Laggards are considered to be those who will continue to resist the change effort.		

Describe a time that you were presented with an innovation and how you followed the stages of concern.

Stage	Definition	Example
Awareness		
Information		
Personal		
Management		
Consequence		
Collaboration		
Refocusing		