



From blog.pcnsinc.com:

Characteristics: Innovators to Laggards

Innovators	Early Adopters	Early Majority	Late Majority	Laggards
Visionaries and Enthusiasts		Mainstream Adopters		Resisters
<ul style="list-style-type: none"> • dream realizers • drive change • aren't afraid to fail • explore in iterations • high tolerance for risk, uncertainty and ambiguity • adventurers • change initiators • internally motivated to change • respected by EAs; doubted by the mass 	<ul style="list-style-type: none"> • evangelists • embrace change • self-efficacy • like to be first to try, use, engage, buy • try our new ideas in careful way • inspired by the new • like integrating new ideas in useful ways • influencers - like to convey ideas • respected by the majority 	<ul style="list-style-type: none"> • pragmatists • accept change (sooner than LM) • deliberate • adopt if practical - weigh out pros & cons; think it out • go along; seldom lead • helps it gain mass appeal • wait until it has been successful in practice 	<ul style="list-style-type: none"> • skeptics • accept change (later than EM) • adopt after proven • often adopt out of necessity, not choice • goes along w/peers • like to know rules • creatures of habit • jumps in when sees "everybody" is doing it 	<ul style="list-style-type: none"> • change averse • value tradition • not leaders • suspicious of new innovations • often wait until forced to adopt • feel threatened or very uncomfortable by uncertainty and change • not going to buy in to new ideas

Characteristics Image by The Center for Creative Emergence 2011
 Main Sources: Diffusion of Innovation by Everett Rogers
 Crossing the Chasm by Geoffrey Moore

From the blogsite The Fertile Unknown, Michelle James, Creativity ^& Emergence Catalyst, Consultant and Coach