

How Spreadable Are Your Improvements?

Factors that Influence the Adoption of an Innovation	Score 1=not at all 5=absolutely
Change Idea:	
Relative advantage - is this idea better than the current way?	
Compatibility with current system – Does it fit in with existing values?	
Complexity - How difficult or simple is it to understand and use?	
Testability - How easy is it to try out before adopting?	
Observability - How visible are the results? - ability to observe the change and its impact	

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