

DIFFUSION OF INNOVATION WORKSHEET

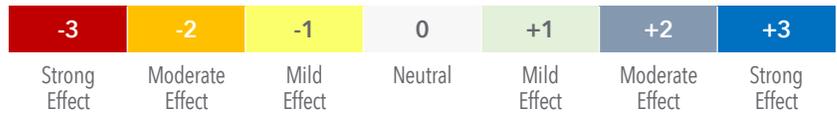
This worksheet provides a framework for legal professionals to evaluate innovation adoption goals and challenges. The five enumerated variables—which should be evaluated and scored by a team—determine the rate of adoption of a new innovation.

I. PERCEIVED ATTRIBUTES OF INNOVATION Score Range: -15 to +15	<input type="text"/>	IV. NATURE OF SOCIAL SYSTEM Score Range: -6 to +6	<input type="text"/>
II. TYPE OF INNOVATION DECISION Score Range: -6 to +6	<input type="text"/>	V. EFFORTS OF CHANGE AGENTS Score Range: 0 to +7	<input type="text"/>
III. COMMUNICATION CHANNELS Score Range: 0 to +6	<input type="text"/>	TOTAL SCORE (Sum of Sections I, II, III, IV, and V) Score Range: -27 to +40	<input type="text"/>

I. PERCEIVED ATTRIBUTES OF INNOVATION

HINDERS ADOPTION

FAVORS ADOPTION

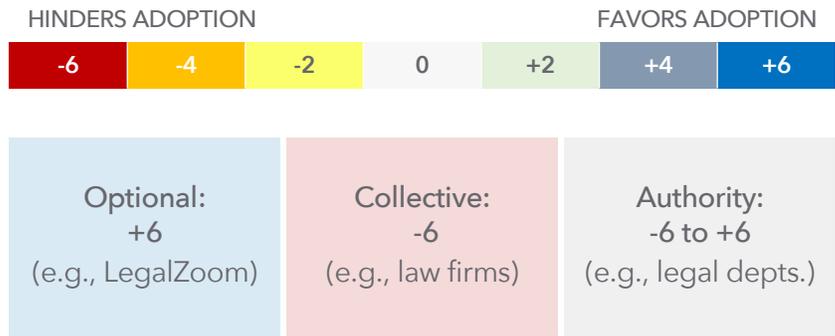


Score each attribute from -3 to +3 and sum score.

ATTRIBUTE	SCORE	COMMENTS
Relative Advantage		
Compatibility		
Complexity		
Trialability		
Observability		
SECTION I TOTAL SCORE		

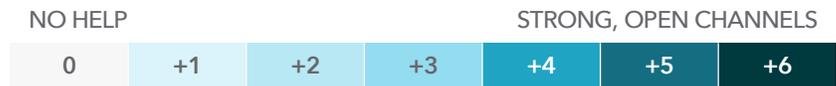
II. TYPE OF INNOVATION DECISION

Score the type of decision making system from -6 to +6. Use *Optional*, *Collective*, and *Authority* systems as reference points.



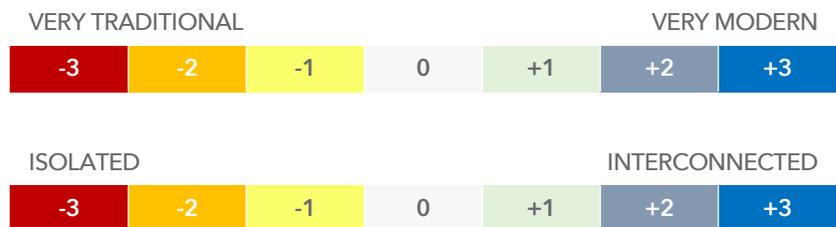
III. COMMUNICATION CHANNELS

Score how effective the organization is at raising awareness (e.g., educating on advantages, communicating user success) from 0 to +6.



IV. NATURE OF SOCIAL SYSTEM

Score whether the nature of a social system is helping or hurting the innovation. Legal is very traditional: -3. In the U.S., Legal is isolated due to ethics rules (Rule 5.4): -3.



V. EFFORTS OF CHANGE AGENTS

Score the efforts of change agents from 0 to +7, using the seven factors listed below.

- 1. Making contact with clients (+).** Frequent contact builds familiarity and creates opportunities to establish credibility and trust.
- 2. Client orientation (+).** Is the change agent trying to solve the clients' problem or trying to advance their own agenda (e.g., make a sale)? If the change agent is listening, they can learn ways to modify and improve their innovation.
- 3. Client empathy (+).** A change agent is more effective when she or he can see the world through the eyes of the client.
- 4. Homophily with clients (+).** Can the change agent look and act like an insider? In the legal industry, change agents with law degrees generally have an easier time because of a common experience and background with most clients.
- 5. Credibility in the clients' eyes (+).** Can the change agent fluidly answer tough questions? If the client must trust the change agents' judgment, do the change agents possess the credentials and background to understand the underlying innovation?
- 6. Working thru Opinion Leaders (+).** Rogers observes, "The time and energy of the change agents are scarce resources" (p. 388). Engaging opinion leaders is the most efficient path to systemwide success.
- 7. Improving technical competence of clients (+).** Clients dislike long-term dependency on change agents. Thus, effective change agents often make education the cornerstone of their efforts, which builds trust and enables clients to make future adoption decisions on their own.