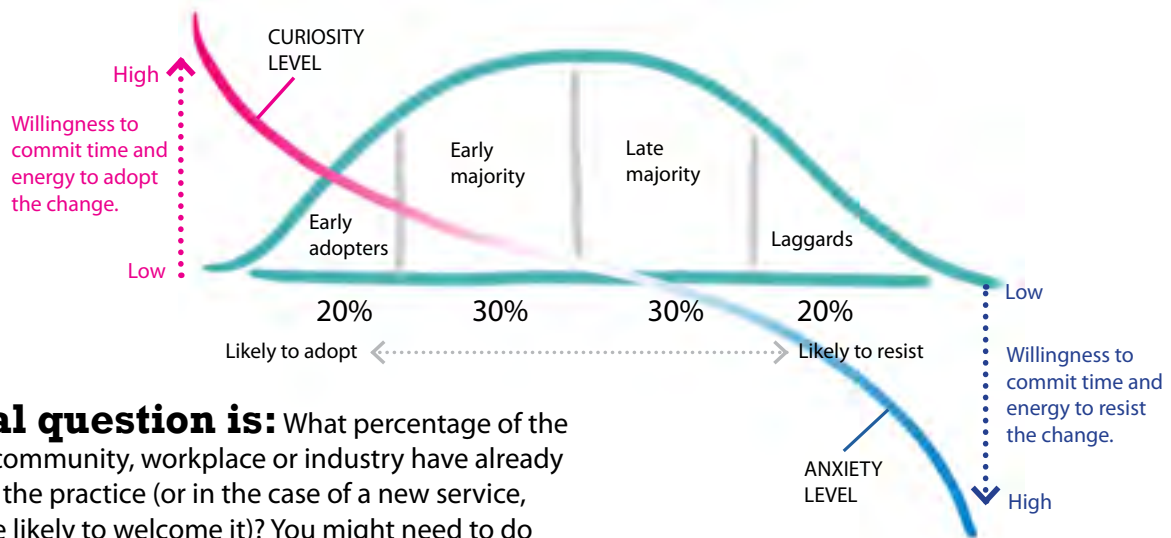


# How to use the Bell Curve

A tool that creates insights by considering people's readiness to adopt practices or services.



**A vital question is:** What percentage of the specific community, workplace or industry have already adopted the practice (or in the case of a new service, would be likely to welcome it)? You might need to do some social research and make an informed guess.

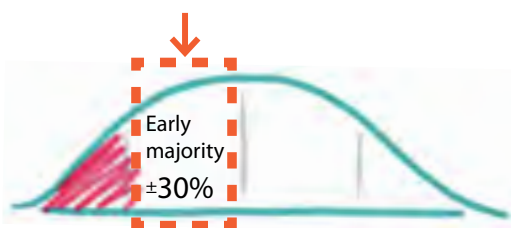
**If only a few percent are doing it:** you'll inevitably focus your efforts on **early adopters**. That's great because they tend to be well informed and on the lookout for advantages.



**Design:** They tend to see it as an investment so the action can be quite complex and time demanding, for example, a full-day workshop or a 30 page audit.

**Style of message:** "It's cool, progressive, gives you an edge, demonstrates leadership, be the first..."

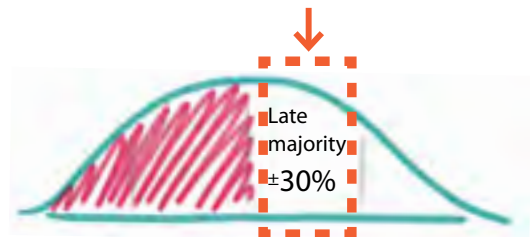
**If around 20% are doing it:** you'll be focusing on the **early majority**. They are people who support the idea in principle, but it's not a high priority for them because their energies are focused on other activities.



**Design:** The action should require a few simple steps and be quick to do - as near to plug'n'play as possible.

**Style of message:** "It's reliable, proven, convenient, no sweat, economical."

**If around 50% are doing it:** you'll be focusing on the **late majority**. They're liable to disagree in principle with your idea! Their only motivation may be fear of being left behind or missing out on benefits.



**Design:** The action should be extremely simple and undemanding: "One easy step and here's a picture of someone actually doing it!"

**Style of message:** "It's what we've all learnt we can't do without, it's popular, it's the norm."

**If around 80% are doing it:** you'll be focusing on **laggards** (though you might decide that it's not worth it). They may feel out of their depth and can be very anxious about negative consequences



**Design:** The action should be one they can control or modify to suit their situations.

**Style of message:** "You're in charge."

The bell curve is a central idea in The Diffusion of Innovations. For a short and readable summary see: [http://www.enablingchange.com.au/Summary\\_Diffusion\\_Theory.pdf](http://www.enablingchange.com.au/Summary_Diffusion_Theory.pdf)