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1 Implementation Fallacy
Figure 1. This diagram illustrates the strategies and methods that have been shown to contribute to the effective spread of new ideas or operational systems both within and across organizations.
3 Respecting The Masters......

John Kotter  Everett Rogers

Roger's Innovation Adoption Curve

Trying to convince the mass of a new idea is useless. Convince innovators and early adopters first.
4 Game Changers
5 Deal Breakers

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