



Nine words say it all

What is this?

Innovations are adopted by people at different times. So-called 'early adopters' will want to use the innovation long before 'the majority' of the people that your group are targeting. This 'majority' will likely go through Four Stages of Resistance before getting on-board with innovation:

Stage 1 – they will be blind to the idea

Stage 2 – they will see the need for change but the risks outweigh their interest

Stage 3 – they become interested in the idea

Stage 4 – they will use the innovation for as long as the benefits are reinforced to them

It is at stage 3 of these Four Stages of Resistance that your group can maximise the 'majority' of their audience's interest by explaining in a very short way – just nine words in fact – why the innovation is a great idea and how it will benefit the organisation.

This nine-word statement can be used in presentations, marketing, internal communications and by staff when explaining the innovation.

How it works

Step 1

If you haven't already, pick up the 'Strategy house' card from the activation stage. After completing that, write down the innovation's mission and vision for all the group to see.

Step 2

Ask the group to isolate (by highlighting or listing) only the most important parts of those statements that would tell someone why the innovation is a great idea and how it will benefit the organisation.

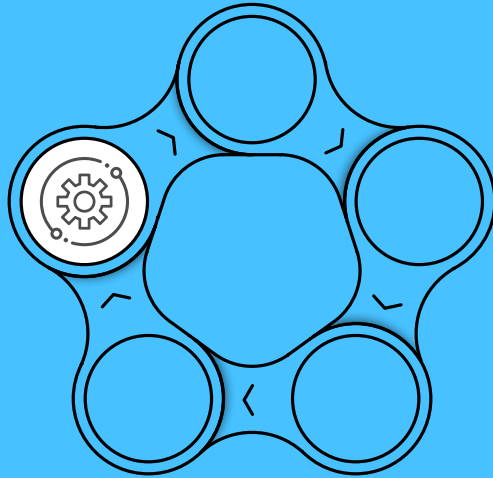
Step 3

Now is the group's chance to get creative again. Using only those isolated words or statements, try different combinations of them to create a very short explanation of why the innovation works and how they will benefit from it. Nine words is their goal, but up to 12 words is OK. They can break the rules of grammar to achieve this.

Why it works

When their audience need convincing about why the innovation is a great idea and how it will benefit the organisation, nine words is memorable and prevents the group from boring their audience with how the innovation works or trying to minimise the perception of the risks.

Hint: You can understand more about how different people become interested in innovations at different times in this 3-minute Diffusion of Innovation Theory video: <https://www.youtube.com/watch?v=9QnfWhtujPA>



THINK O T B
FLYWHEEL
LIVE

THINK O T B

Want to know more?:

visit: outsidethebox.co.uk call 0113 824 1557 email: hello@outsidethebox.co.uk
Escher House, 116 Cardigan Road, Headingley, Leeds LS6 3BJ