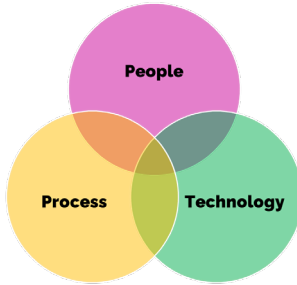


# OCM Strategies for Your Project: Cheat Sheet

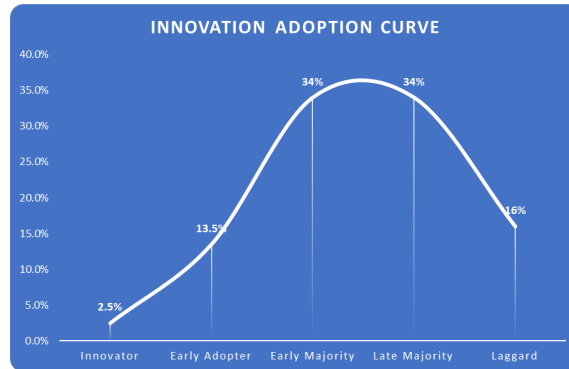
## OCM

Organizational Change Management, or OCM for short, is a framework for managing the *people* side of change, to ensure that the impacted employees embrace, adopt, and use the solution.



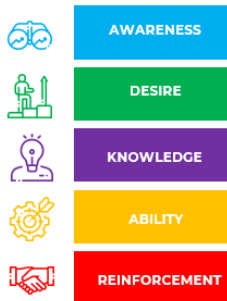
## Types of Adopters

In Everett Rogers' book *Diffusion of Innovations 5th Edition* (Free Press, 2005), Rogers places adopters of innovations into five different categories: **Innovator** (2.5%), **Early Adopter** (13.5%), **Early Majority** (34%), **Late Majority** (34%), and **Laggard** (16%).



## The ADKAR Model

[Prosci](#) is an organization that specializes in change. Its [ADKAR Model](#) outlines what's required to bring individuals along on the change journey.



## The Lippitt-Knostrer Model

The [Lippitt-Knostrer Model for Managing Complex Change](#) shows what is needed for change to occur successfully.



## Reasons Change Doesn't Happen

The obstacles to technology adoption can be many and various, covering a broad spectrum of areas including:

- Poor communication
- Fear
- Training
- Lack of executive support
- Conflicting views of change
- Lack of confidence
- Budgetary constraints

## Adoption Techniques

When planning and executing your project, the following techniques can be selected and applied with the intention of being impactful on all the different types of adopters. (Source: [InfoTech](#))

	CATEGORY 1 Innovator	CATEGORY 2 Early Adopter	CATEGORY 3 Early Majority	CATEGORY 4 Late Majority	CATEGORY 5 Laggard
<b>Proof of Concepts</b>	★	★	—	↓	↓
<b>Train the Trainer</b>	★	★	—	↓	↓
<b>Contests</b>	★	★	—	↓	↓
<b>Marketing</b>	—	★	★	↓	↓
<b>Incentives</b>	↓	★	★	—	↓
<b>Herd Mentality</b>	↓	—	★	★	↓
<b>Group Training</b>	↓	—	★	★	↓
<b>Champions</b>	↓	↓	★	★	—
<b>One-on-One</b>	↓	↓	—	★	★
<b>Force</b>	↓	↓	—	★	★