

# Why innovation adoption is broken and how we can fix it

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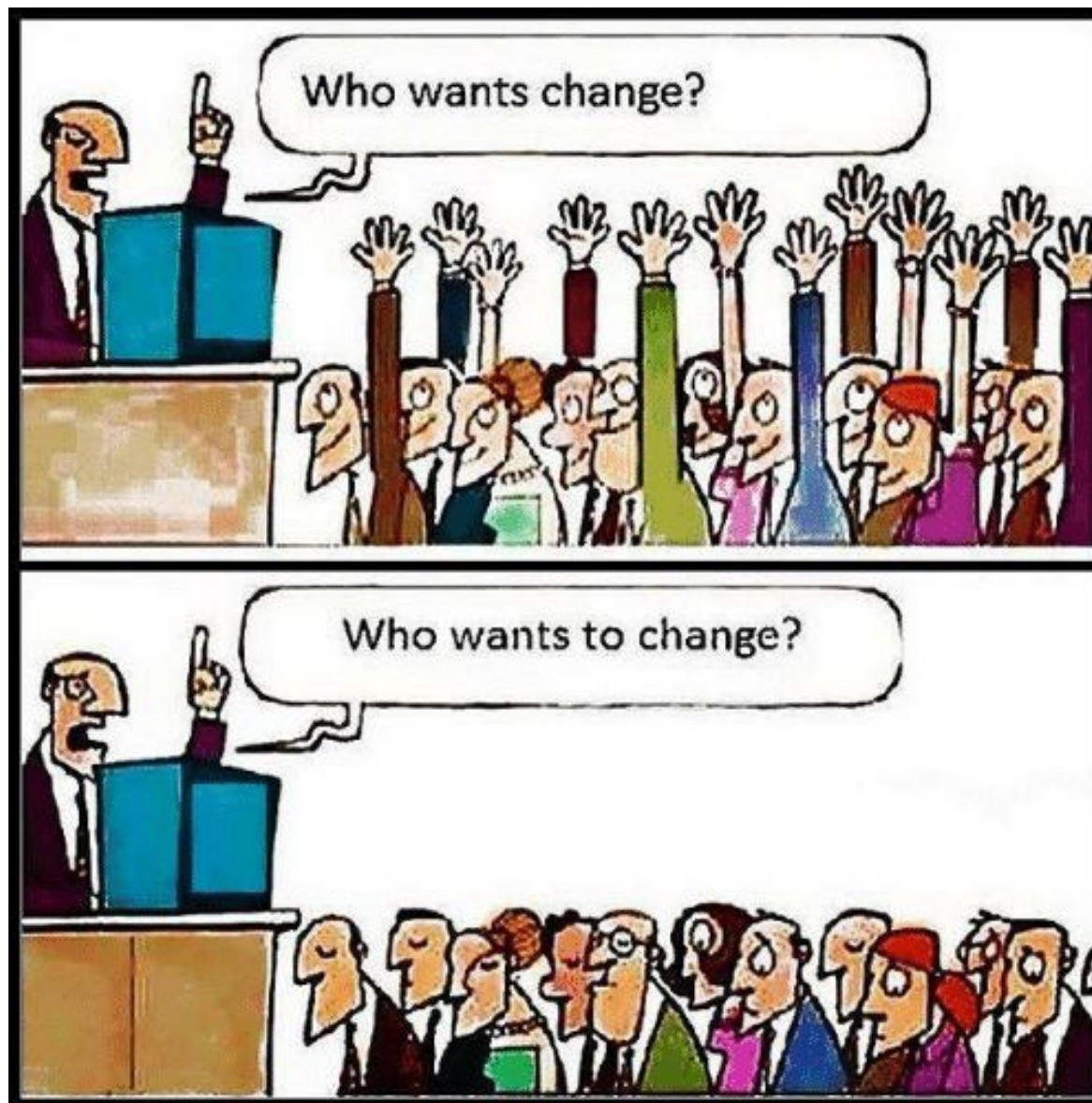
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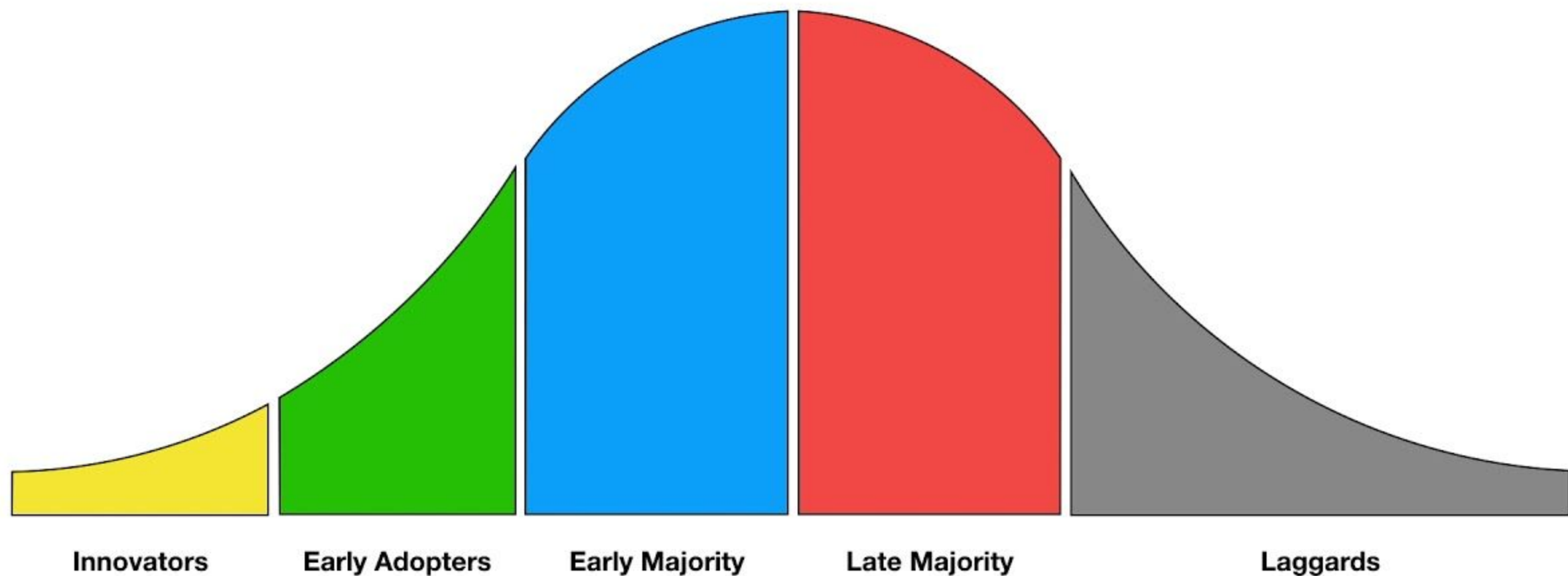


#1

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# Technology Adoption Life Cycle



► Like New Things — Big Pain Points ◄

## KEY question #1

What if there are changes  
that we **welcome**?

## #2

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It's not about the invention, but  
the **systematic application**  
to lots and lots of people.

## KEY question #2

What if the innovation is not  
the one that is **actually** needed?

# #3

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It's not about the technology, what really matters is **culture** - the process of **innovation adoption**.

## Key question #3

What if the technology  
is **the** issue?

## Innovation equation

$$\text{Time} \times \text{Cost} = \text{Outcome}$$

## Human factors

1. So much to learn
2. Discretionary time has shrunk
3. Innovation “PTSD” (Post-Traumatic Stress Disorder)

# Feser “When Execution Isn’t Enough”

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Commitment = **Want to**

Compliance

Resistance = **Have to**

John P. Kotter, Leading Change. Harvard Business Review, 1995.



John P. Kotter, “Accelerate!” Harvard Business Review, 2012.

- **Disengaged:** From their roles, colleagues, managers, users
- **Falsely urgent:** Consumed by constant activity, firefighting
- **Complacent:** What got you here will get you there
- **Lopsided:** Focused on management than on leadership
- **Siloed:** Known more for boundaries than gateways

# Design thinking



# #EmpathyMap

event name

stakeholder:

day

month

year

pre-event

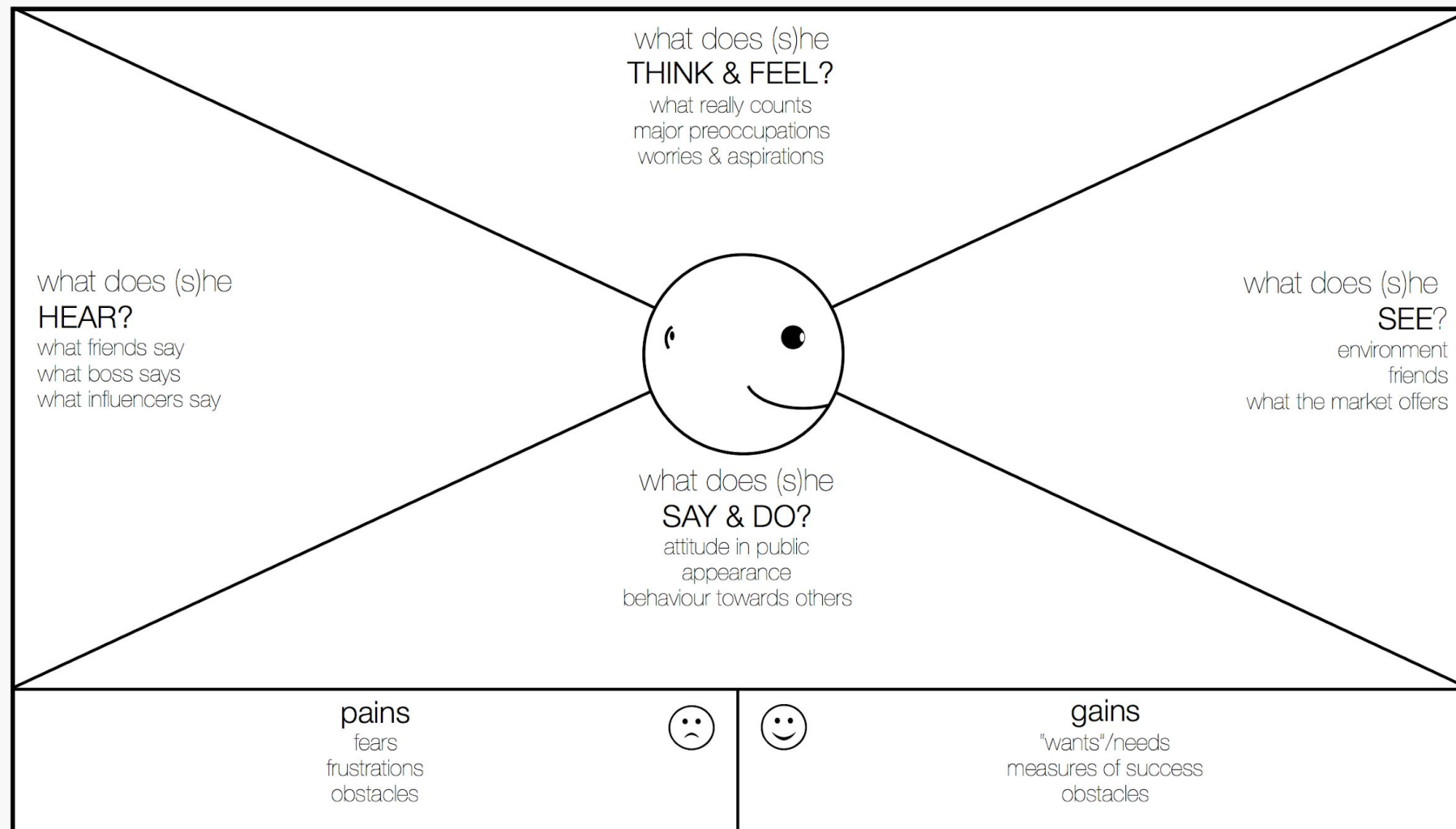


post event

designed for:

designed by:

version



Source: adapted from XPLANE

Download the Empathy Map to assess current & desired behaviour: [www.eventmodelgeneration.com/empathymap](http://www.eventmodelgeneration.com/empathymap)

[eventmodelgeneration.com](http://eventmodelgeneration.com)

# Value Proposition Canvas



Min liste [Se alle](#)

Netop tilføjat



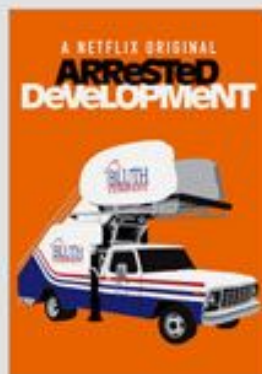
Netop tilføjat



Fra din Top 10



Netop tilføjat



Netop tilføjat



Netop tilføjat



Netop tilføjat



Fra din Top 10



Netop tilføjat

## Top 10 for Michael



## Dexter

2006-2010 **Voksne** 5 sæsoner

Den venlige Dexter arbejder for politiafdelingen som blodstænkingsanalytiker og som morder i fritiden, men han slår kun andre mordere ihjel.

[Mere info](#)

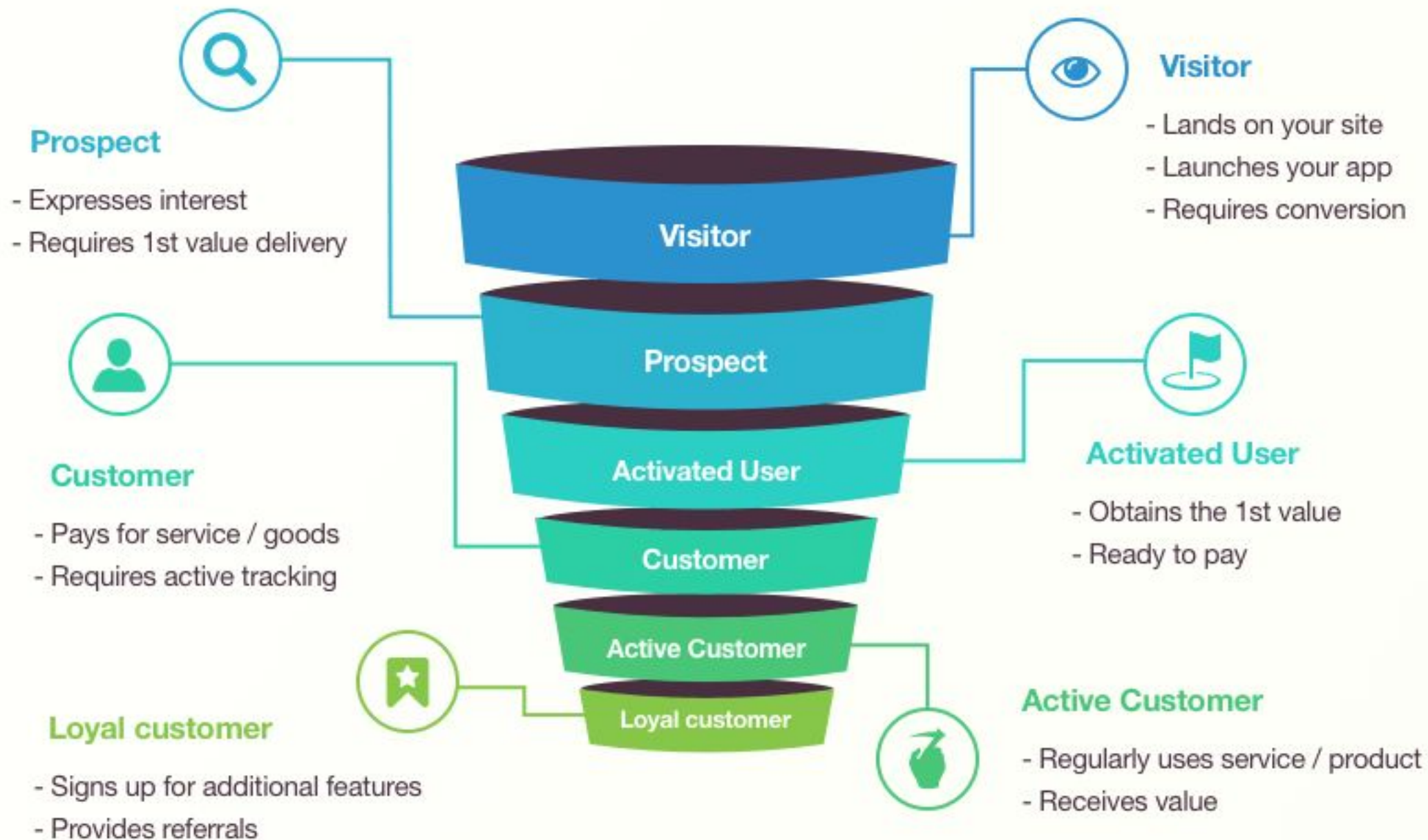
Medvirkende: Michael C. Hall, Jennifer Carpenter

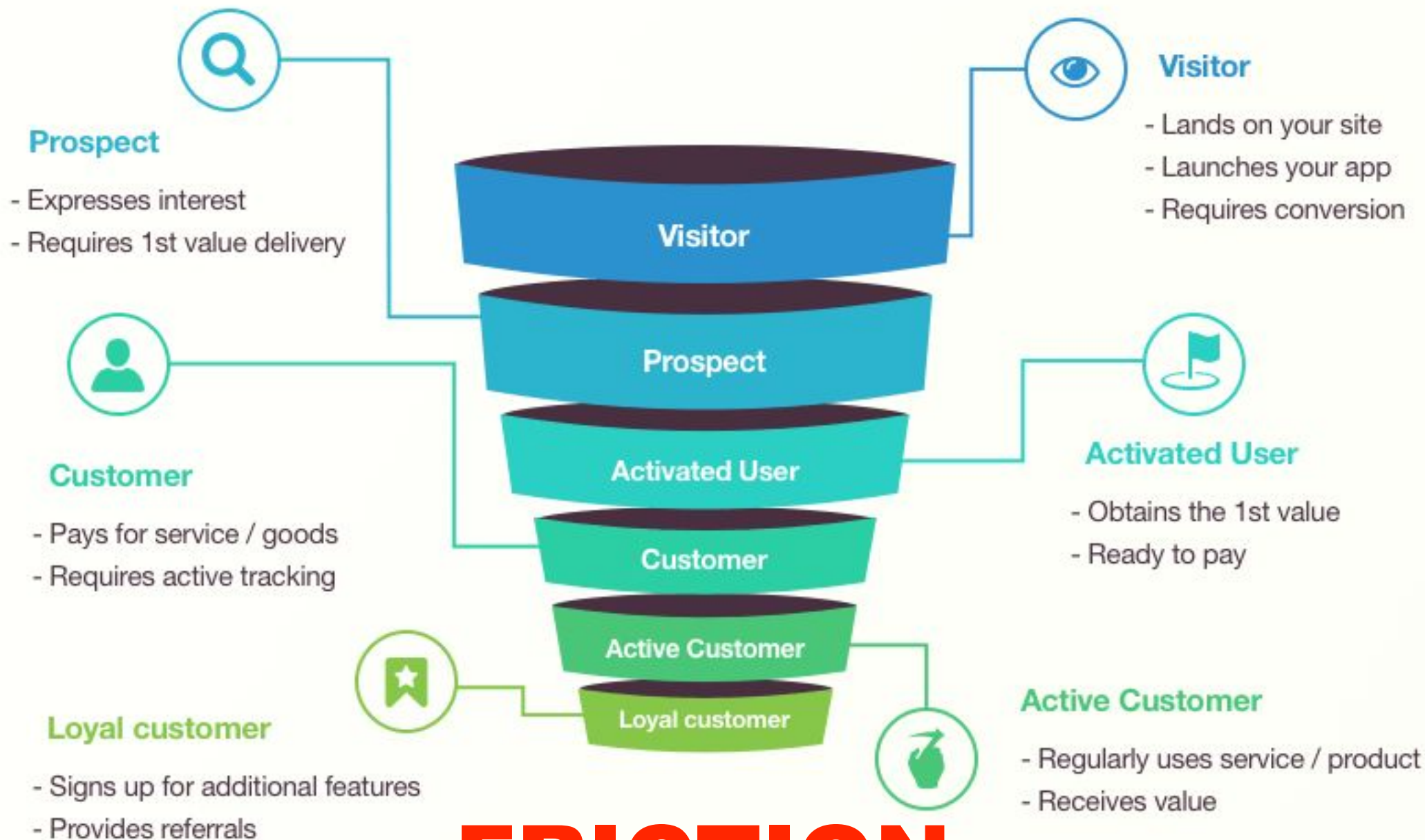
Så mange stjerner tror vi, Michael vil give

☐ Ikke interesseret[+ Min liste](#)

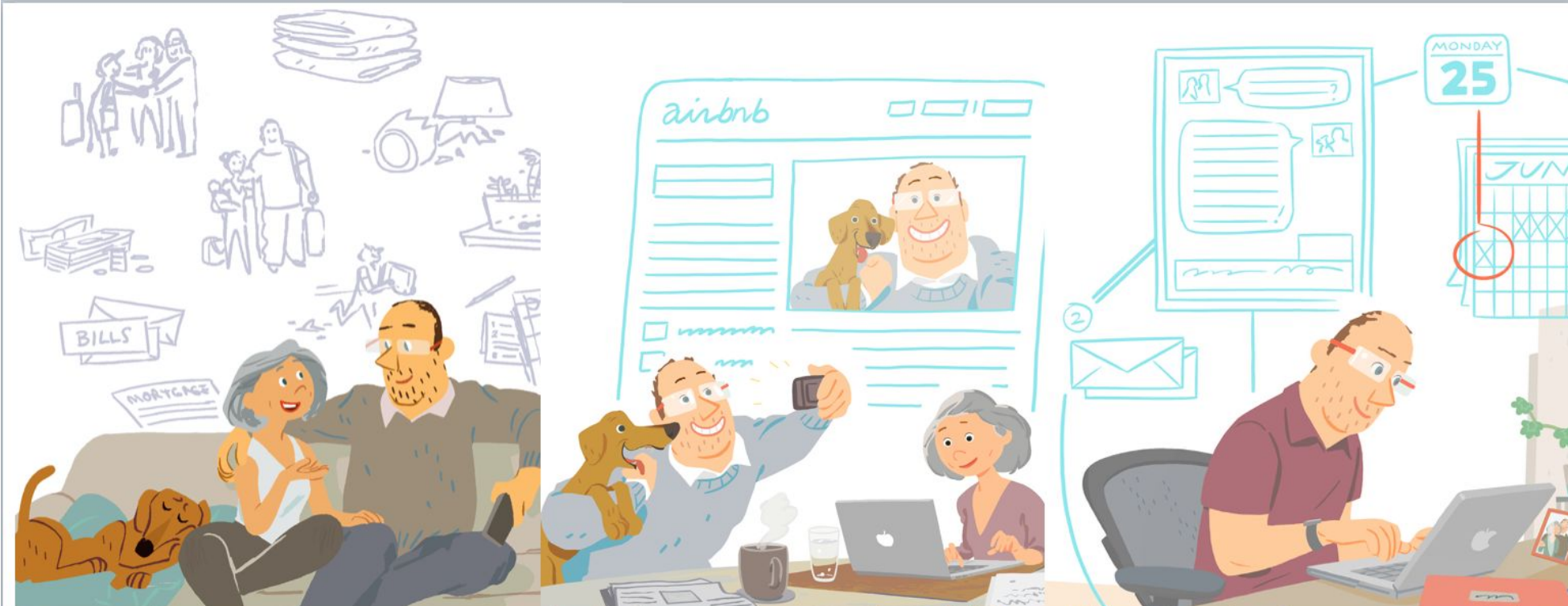
## Populært på Netflix







# FRICTION





# Adoption Framework

1. Review organizational and personal history
2. Identify enablers and blockers, build on strengths / abundance
3. **Reframe** your project and **admit** problem areas
4. Use multiple adoption techniques
5. Commit to an iterative process

# Reframe your project

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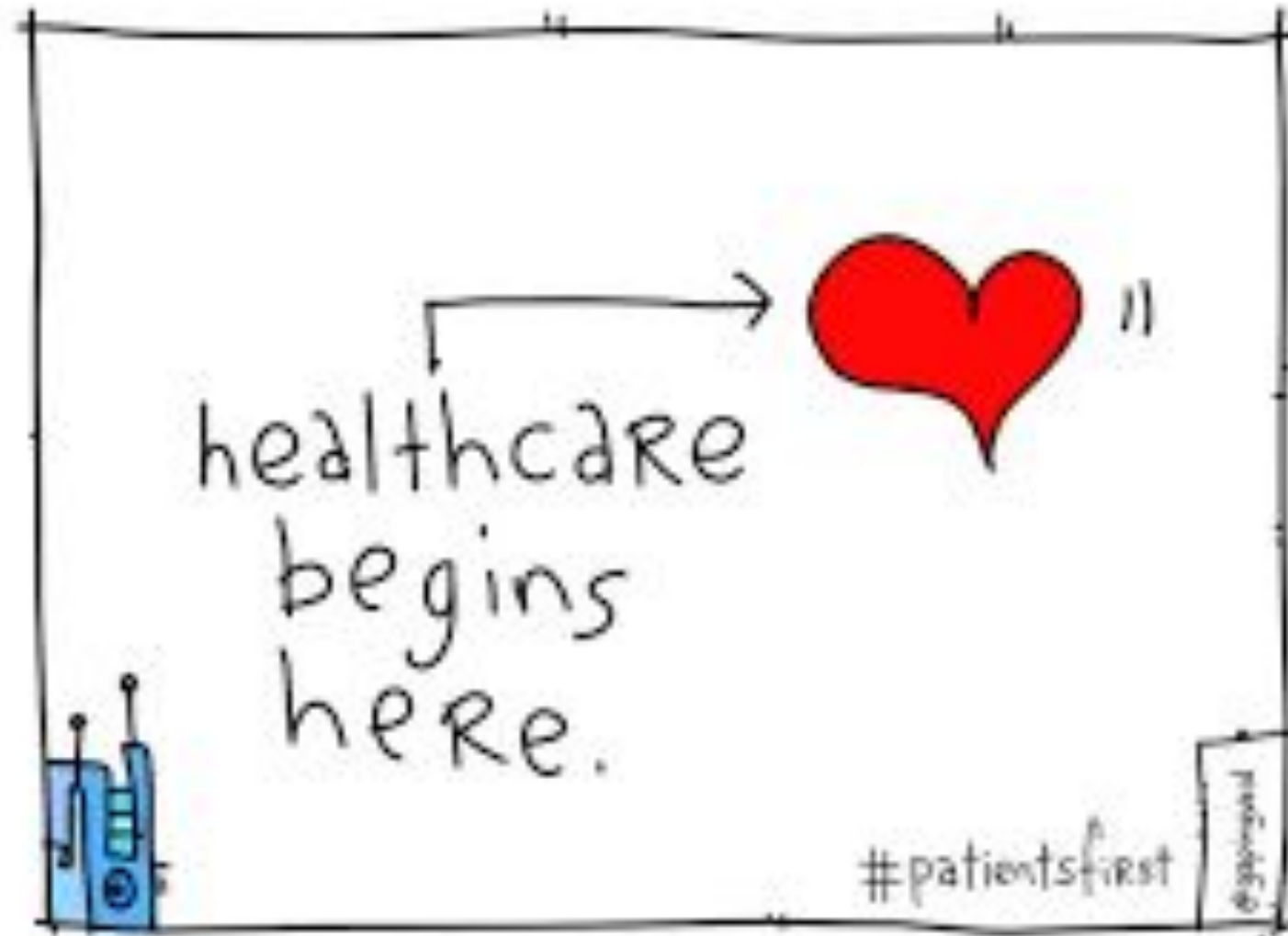
- What is the problem you are trying to solve? Focus on the problem, not on the solution
- The different people involved
  - What “jobs” do they HAVE to do?
  - WANT to do?
  - How does this change affect them?

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There's no better way to understand the hopes and fears, desires and aspirations of the people who will be affected by the change for than by **talking with them directly**.

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1. Make sure to write down exactly what the person says, not what you think they might mean.
  2. What you hear is only one data point. Be sure to observe!
  3. Extremes and Mainstreams - designing a solution that will work for everyone means talking to both extreme users and those squarely in the middle of your target audience.

# Opportunity



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