

# How Do People Adopt Change?

Everett Rogers and others who have studied how an innovation diffuses through a group of people developed the concept of Adopter Types. It describes how people differ in their readiness to accept change.

What kind of Adopter Type are your mentors?

Adopter Type	Adopter Description	Needs	Who are your adopter types? (Initials only)
<b>"Trailblazers" or Innovators</b> 2.5% 	Eager to try ideas, open to change, willing to take risks	Vision and support	
<b>"Pioneers" or Leaders</b> 13.5% 	Open to change, but more thoughtful about getting involved; trusted by staff and sought for advice	Demonstrates that it works	
<b>"Settlers" or Early Majority</b> 34% 	Cautious and deliberate about deciding to adopt an innovation; tends to be a follower, not a leader	How to do it – information and demonstration	
<b>Late Majority</b> 34% 	Skeptical of adopting new ideas and "set in their ways" and can be won over by peer pressure and administrative expectations	Come for a visit	
<b>"Resisters"</b> 16% 	Suspicious and generally opposed to new ideas; usually low in influence and often isolated from mainstream	Don't want to change and don't want anyone else to	

