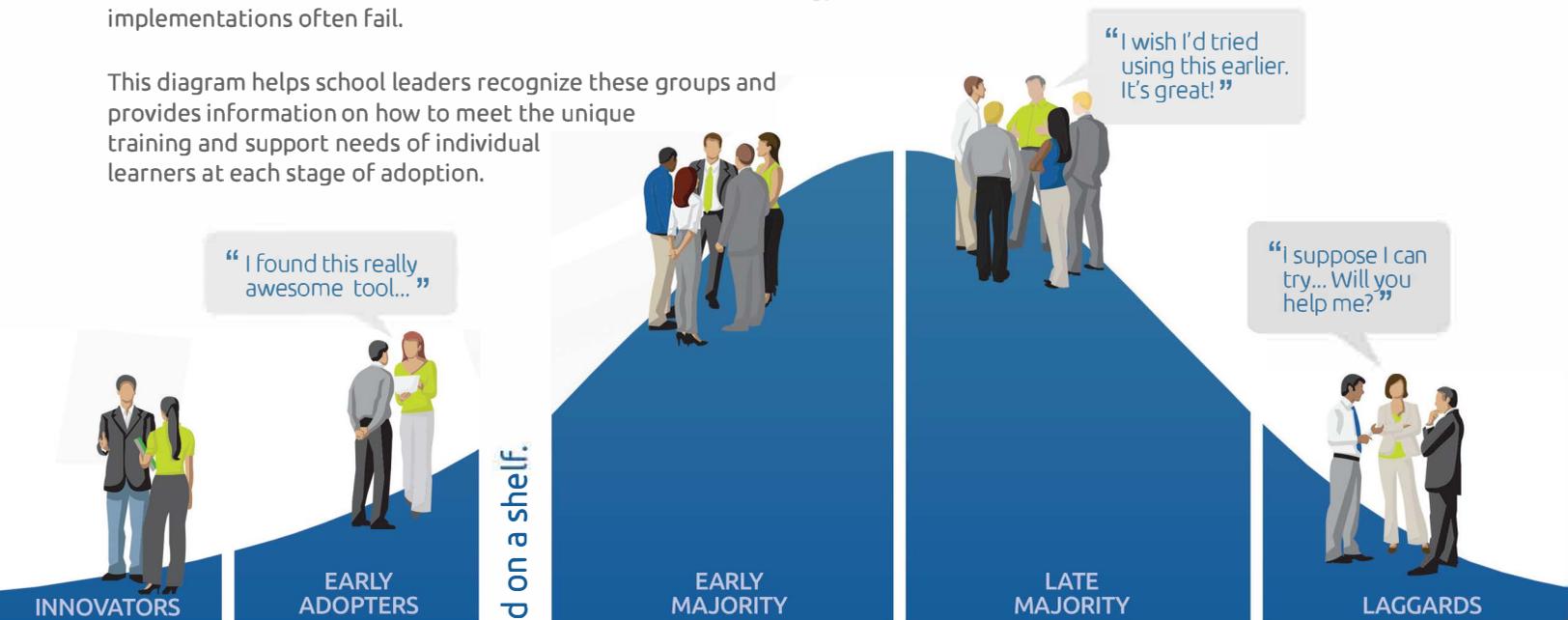# Understanding the
# Technology Adoption Curve
## in Education

Made popular by Geoffrey A. Moore in his book "Crossing the Chasm," the theory of the Technology Adoption Lifecycle focuses on the bell curve caused by groups of individuals distinguished by their willingness to embrace change. Within this curve, there is a chasm. If this chasm cannot be crossed, technology implementations often fail.

This diagram helps school leaders recognize these groups and provides information on how to meet the unique training and support needs of individual learners at each stage of adoption.

"I found this really awesome tool…"

"I wish I'd tried using this earlier. It's great!"

"I suppose I can try… Will you help me?"

**shelfware:** technology purchased, but not actually implemented that often ends up stored on a shelf.

## INNOVATORS

**Best Approach**
Innovators are ahead of their peers and often have great ideas, so be sure to listen and ask for their input on how their vision could be implemented.

**Demotivator**
Marginalizing their big ideas.

**Professional Development**
Because they try things before training is available, Innovators don't need traditional PD, but instead an outlet to share what they have discovered. With Atomic Learning's custom upload tool they have an outlet to organize and share their big ideas with others.

## EARLY ADOPTERS

**Best Approach**
Early Adopters often like to try out new things, so be sure to allow time for experimentation, and encourage them to share their successes and collaborate with others.

**Demotivator**
Withholding untested tools.

**Professional Development**
Early Adopters thrive on sharing stories about the latest tool they have successfully implemented, so recruit them for train-the-trainer positions. They are excited by tools that make instruction easier, such as Atomic Learning's LMS integration tools, and their excitement will quickly spread and grow your initiative.

## EARLY MAJORITY

**Best Approach**
Those in the Early Majority are often known for asking "Why?", so be sure you explain why the initiative is important. By helping them to connect the dots, you're building great momentum towards ensuring your initiative's long-term success.

**Demotivator**
Not explaining why the initiative is important.

**Professional Development**
A little encouragement goes a long way with those in the Early Majority. If you clearly show them why they are being asked to use the technology, the Early Majority will jump in with both feet. To ensure they're going in the right direction, consider introducing them to some "big idea" workshops from Atomic Learning. They will then be able to determine the right path for success. Inspire this group and you will be impressed with the results!

## LATE MAJORITY

**Best Approach**
Though similar to those in the Early Majority, those in the Late Majority are more skeptical. They want proof that something will work before they are willing to try it. Be sure to point out similar initiatives at other schools and call on Early Adopters to build their enthusiasm.

**Demotivator**
Not providing proof of the initiative's possible impact.

**Professional Development**
Though more receptive to change than Laggards, those within the Late Marjority often still need a guided path. Try providing step-by-step instructions, such as Atomic Learning's Spotlights, that walk them through each step of integrating technology into their classroom. If you are planning to do formal training sessions, individuals that fall within the Late Majority do best with small, face-to-face workshops that allow them to not only gain confidence, but build on each other's excitement.

## LAGGARDS

**Best Approach**
Laggards fear change, so ease the transition by guiding them through the training process. Be sure to show the proven benefits of the change, emphasizing why the change is important and its long-term impact.

**Demotivator**
Forcing them to accept change.

**Professional Development**
Because they are resistant to change, many Laggards need extra instruction and support to help them adjust to change. With Atomic Learning, you're not only providing access to a 24/7 online resource for them to find answers to their how-to questions, but you're able to recommend or assign them training—complete with progress reports to ensure they are on track and up-to-speed with their peers.

To schedule a free consultation on how to target your school's Early Adopters with a pilot PD program contact Atomic Learning today at atomic@atomiclearning.com or 866 259 6890.

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