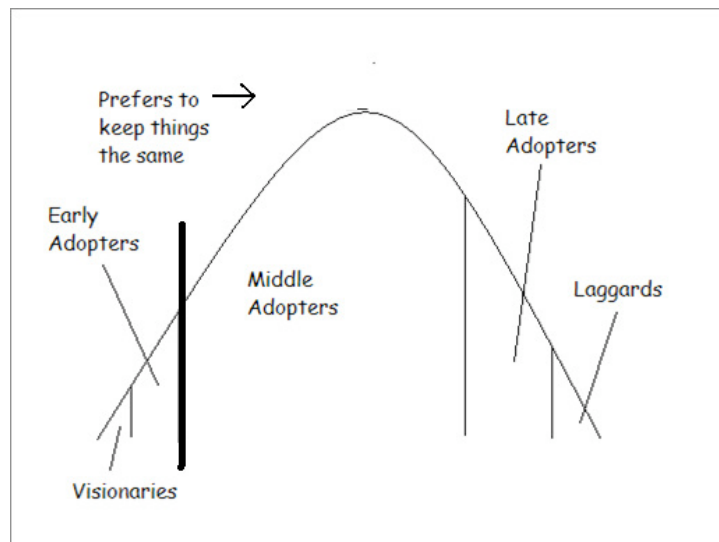
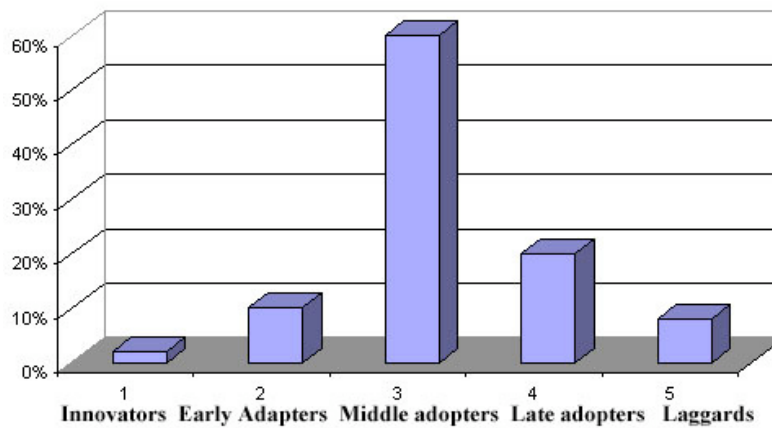


## Change Openness Distribution

### From A Renewal Enterprise Webinar – May 27, 2008



Note that only visionaries and early adopters prefer change. The rest prefer stability and take more time to “see” what an idea might look like and mean.



Visionaries/Innovators – less than 5%

Early Adopters – about 10%

Middle adopters – almost 60%

Late Adopters – about 20%

Laggards – less than 10%