Persuasion

How to push for change in behavior that can improve outcomes for children and families
When did you personally adopt a new behavior or practice, or start using a new product?
Diffusion of Innovations

- 2.5% Innovators
- 13.5% Early adopters
- 34% Early majority
- 34% Late majority
- 16% Laggards

Time of adoption of innovations

\[ \bar{X} - 2\sigma \quad \bar{X} - \sigma \quad \bar{X} \quad \bar{X} + \sigma \]
Let’s make solid agreements about what and how we do things.

I am curious how to apply this to work?

OK, so we are going to use this. Just tell me how!

Hey cool! I’m using that!

I don’t need all that. This could last as long as I do.

Innovators 2.5%
Early Adopters 13.5%
Early Majority 34%
Late Majority 34%
Laggards 16%
What is a behavior change at work – a new practice that if you and your colleagues adopted – could result in better outcomes for those you serve?
Early Adopters

I am curious how to apply this to work?

Hey cool! I’m using that!
What persuades people?

- Relative advantage
- Compatibility
- Complexity
- Trialability
- Observability
Persuasion Matrix

Desired Action

Who are the best messengers? Which are the best channels?

Who can do it?

What messages best address these reasons?

Why would they do it? Why wouldn’t they?
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