Design Principles for Adoption

explorer
envisioner
equipper
michaelsampson.net
discovery $\neq$ adoption
What future capability is needed?
What should be?
discovery ≠ adoption
What **future capability** is needed?
What should be?

**discovery ≠ adoption**

What **current change** is required?
What must be?
technology > work practice
technology > work practice

How work gets done
Hands
high adoption $\neq$ high value
high adoption $\neq$ high value
high adoption $\not\equiv$ high value

Merely high usage
Better? The right usage pattern
adoption > training
adoption > training

All about **content**
Face-to-face classrooms
Online training
Pages on the Intranet
All about **context**
Global Why (drivers, rationale)
Aligned Executive Action
Facilitated Group Re-Imagining
Zero Other Options

**adoption** > **training**

All about **content**
Face-to-face classrooms
Online training
Pages on the Intranet
low IT literacy $\equiv$ hindrance
low IT literacy = hindrance

“I’m not good with computers.”
Lack of confidence with digital tools
Inability to type
Lack of confidence with digital low IT literacy = hindrance

Internal training on basic skills IT proficiency and capability

“I’m not good with computers.”
Lack of confidence with digital
Inability to type
I wrote a book called User Adoption Strategies

• michaelsampson.net/books/useradoption/
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Michael Sampson

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