

Design Principles for Adoption



explorer



envisioner



equipper



Michael
Sampson

discovery \neq adoption



What **future capability** is needed?

What should be?

discovery \neq adoption



What **future capability** is needed?

What should be?

discovery \neq adoption



What **current change** is required?

What must be?

technology > work practice



technology > work practice



How work gets done

Hands

Business Model
Culture
Organisational Structure
Work Practice
Heads and Hearts

technology > work practice



How work gets done
Hands

high adoption \neq high value



Slack
Meetings
Email

high adoption \neq high value



Slack
Meetings
Email

high adoption \neq 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 = hindrance



low IT literacy = hindrance



“I’m not good with computers.”

Lack of confidence with digital tools

Inability to type

Internal training on basic skills
IT proficiency and capability

low IT literacy = hindrance



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I wrote a book called **User Adoption Strategies**

- michaelsampson.net/books/useradoption/
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