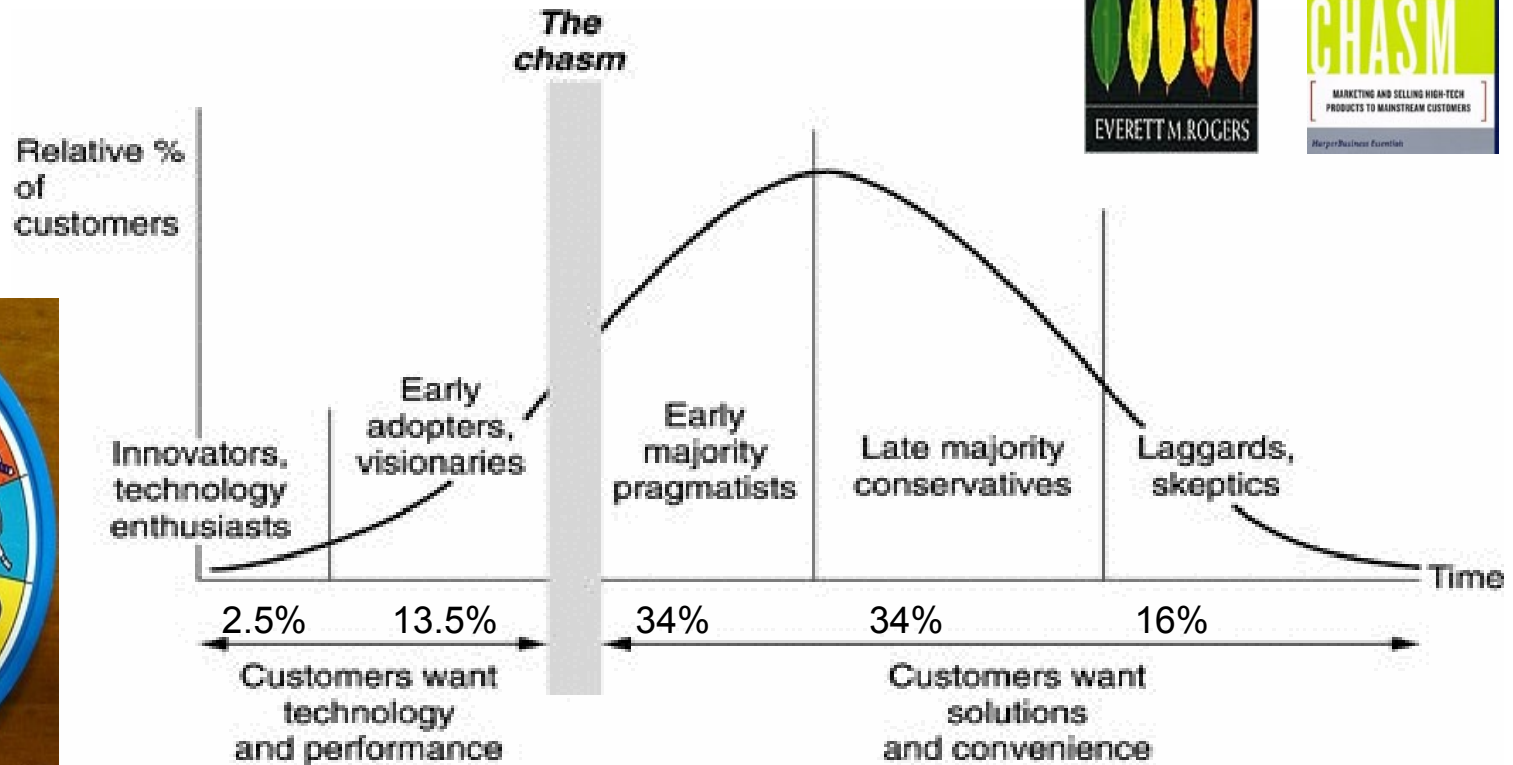
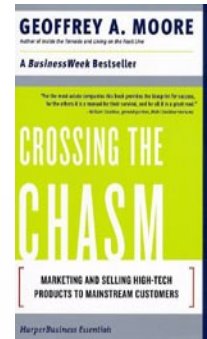


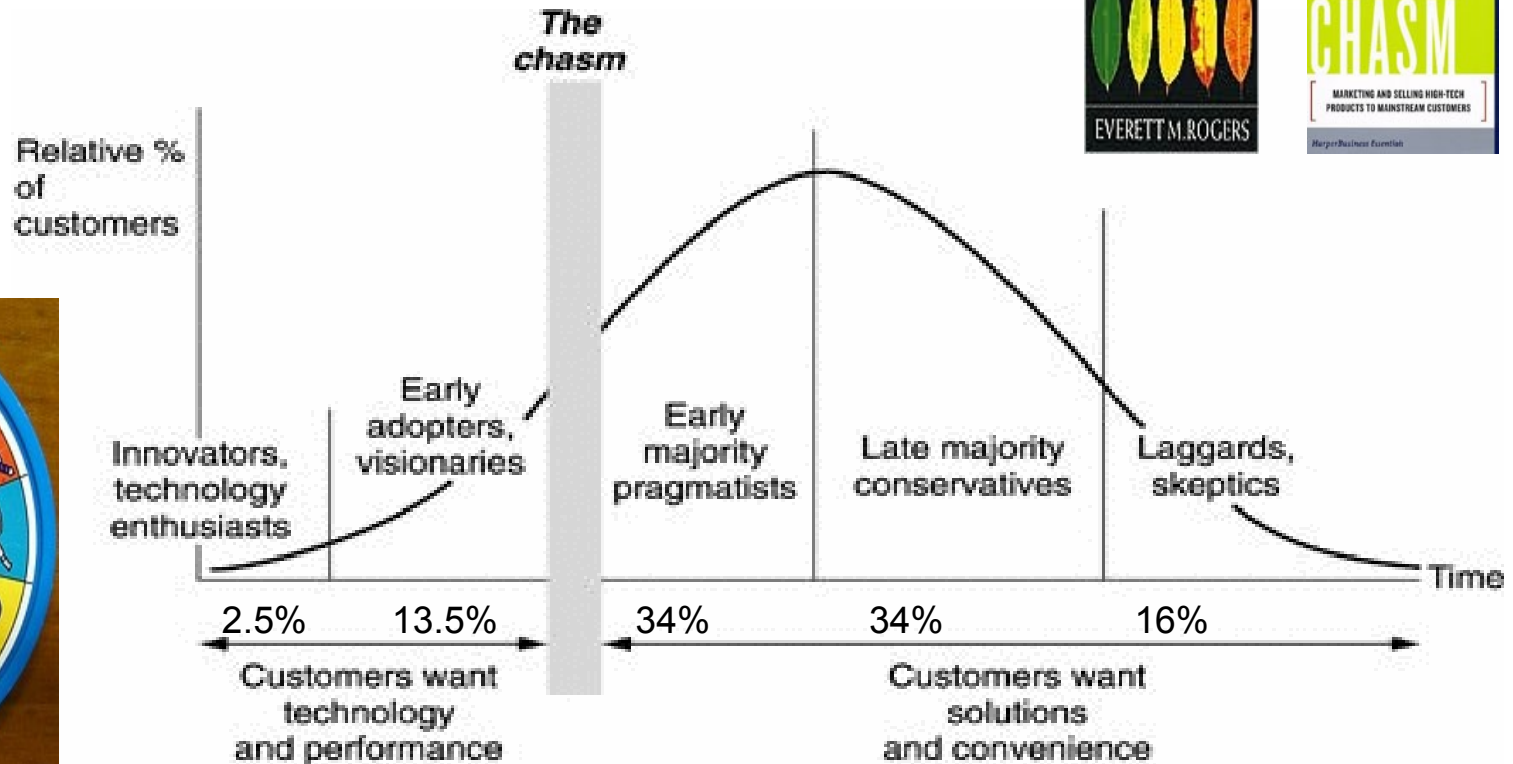
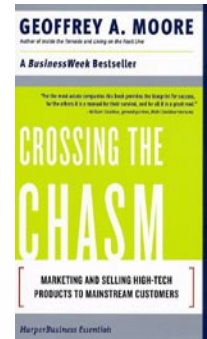
“the process by which an *innovation* is *communicated* through certain *channels* over *time* among the members of a *social system*.”



What is the chasm?

The chasm is the place where innovations fail. You cannot cross a chasm in two steps; it requires preparation.

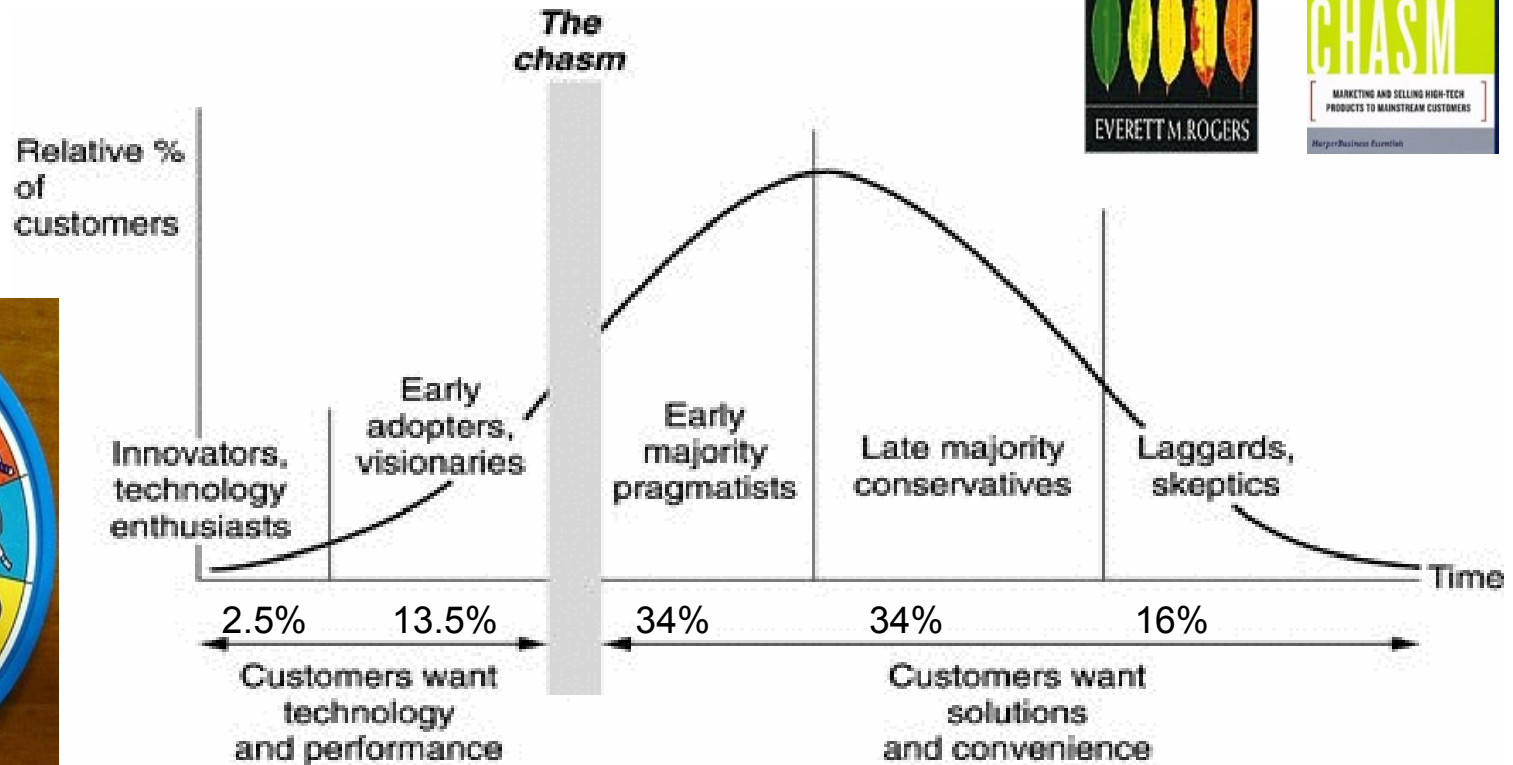
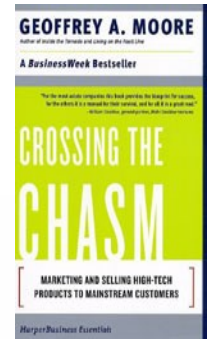
“the process by which an *innovation* is *communicated* through certain *channels* over *time* among the members of a *social system*.”



Adoption fails most of the time ...

because the visionary minority routinely choose to communicate with the pragmatic majority in ways that guarantee failure.

“the process by which an *innovation* is *communicated* through certain *channels* over *time* among the members of a *social system*.”



Systems prevent change by ignoring the communication requirements of the pragmatic majority. The chasm is a communication gap that develops between the visionary minority and the pragmatic majority.

Mass media channels can help create an awareness of an innovation and primarily inform the visionary minority; adoption beyond the chasm is relational, interpersonal and requires conversation.

It is helpful to imagine the pragmatic majority as having a ***learning disability*** which prevents information from entering their consciousness through the means most beloved of visionaries: *speeches, sermons, books, articles, the Internet and other forms of media.*

The visionary minority of 16% love abstract concepts, are interested in change and function as gatekeepers for new information to enter the system; they continually monitor media and ideas in the world outside the system.

The pragmatic majority are solely interested in the ongoing, smooth function of current homeostasis, have little interest in the outside world and are informed and influenced primarily by conversations with trusted peers and demonstrable positive benefits for adoption observed in peers.

See the problem? Then explain it.

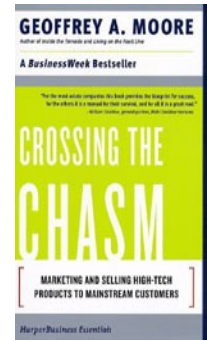
Acceptance of an innovation is a process of communication that is “a two way process of convergence rather than as a one way, linear act in which one individual seeks to transfer a message to another in order to achieve certain effects.”

In other words, a conversation. Dialogue.

The chasm communication gap halts diffusion of an innovation beyond the visionary minority. The innovative minority must innovate in their methods of communication if they want the innovation to be adopted.

Rogers, Diffusion of Innovations, 6, 17-19, 23-37, 161-197, 281-334.

“the process by which an *innovation* is *communicated* through certain *channels* over *time* among the members of a *social system*.”



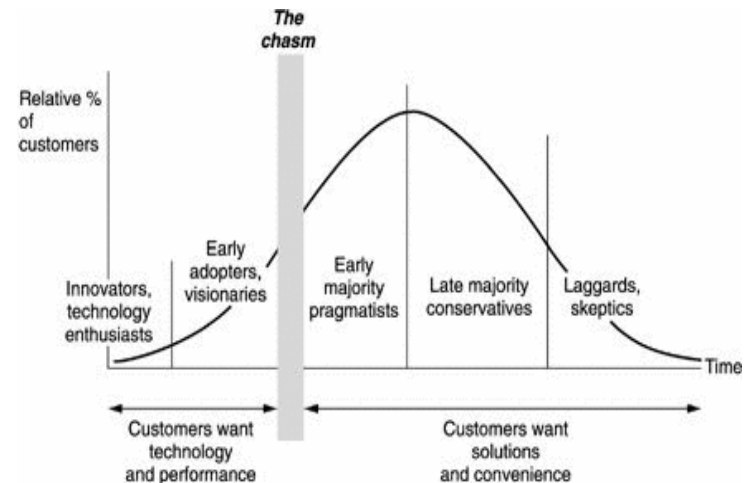
Free Advice on Congregational Change and Conflict

The difference between free advice and good advice

<i>Vote</i>	<i>Assume permission</i>
<i>Consensus</i>	<i>Interested volunteers</i>
<i>Announcement</i>	<i>Secret (by invitation only)</i>
<i>Change wholes</i>	<i>Change small groups</i>
<i>All at once</i>	<i>Slow Grow to critical mass</i>

<i>Big whacks (Axe)</i>	<i>Small cuts (saw)</i>
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<i>New, interesting</i>	<i>Pragmatic benefits, familiar</i>
<i>Max drama/excite</i>	<i>Minimal anxiety/calmness</i>
<i>Presentations</i>	<i>Conversations with trusted peers</i>
<i>Promise results</i>	<i>Prototype demonstrates results</i>



Critical Mass
 Innovation adapts
 Beachhead
 Whole product

One day the wind and sun were arguing about who was more powerful

