



# How to think about cultural transformation

The innovation diffusion curve tells us people will be at different levels of readiness for adopting change within your organisation.

The majority won't change their behaviour until all the early adopters have made their move.

Communicating in a way that deeply speaks to the concerns of the majority will help get them across the chasm.

Once you've reached 15-18% of your organisation on board, you're reaching the tipping point!

Having a team of powerful early adopters and innovators will help keep your business ahead of the game.

If you want to unlock the potential within your organisation, come and talk to us. [hello2020@wearehuddle.com](mailto:hello2020@wearehuddle.com)

