

CREATING DEMAND

Strategy Map

Name your change:

Categorizing your Messengers	Expert <i>Prove it</i>	Opinion Leader <i>Convince Me</i>	Early Adopter <i>Just tell me</i>	Cynic <i>This won't work</i>	Late Adopter <i>Refusal</i>
Key Experience Repeat/Counter					

Engagement Strategies	1:1	Small Group	Large Group	Written	Campaign
Benefits and Challenges					

Plan

Group/Person	Communication Structure	Action Steps
Experts		
Opinion Leaders		
Early Adopters		
Cynics		
Late Adopters		