



John Smith

Director, Product Innovation

WEEK **20** OF **96**

3 OF **20** ADOPTERS



ORGANIZATIONAL PHASE OF ADOPTION



CREDIBILITY

10 OF **10**

CHANGE EFFICIENCY RATIO

0.15 MEDIUM

PREPARE:



ANALYZE:



DECIDE:



Scenario Introduction



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SCENARIO 1

Role: Director of Product Innovation

SPECTRUM
SUNGLASSES

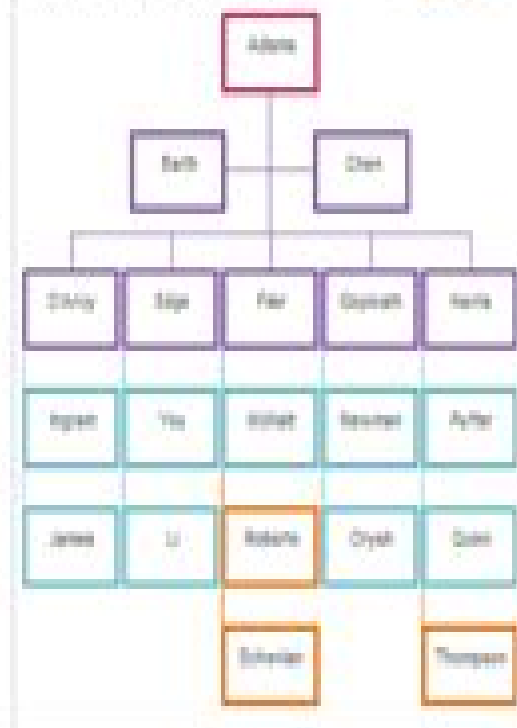
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ORGANIZATIONAL CHART

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M Carnoy



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